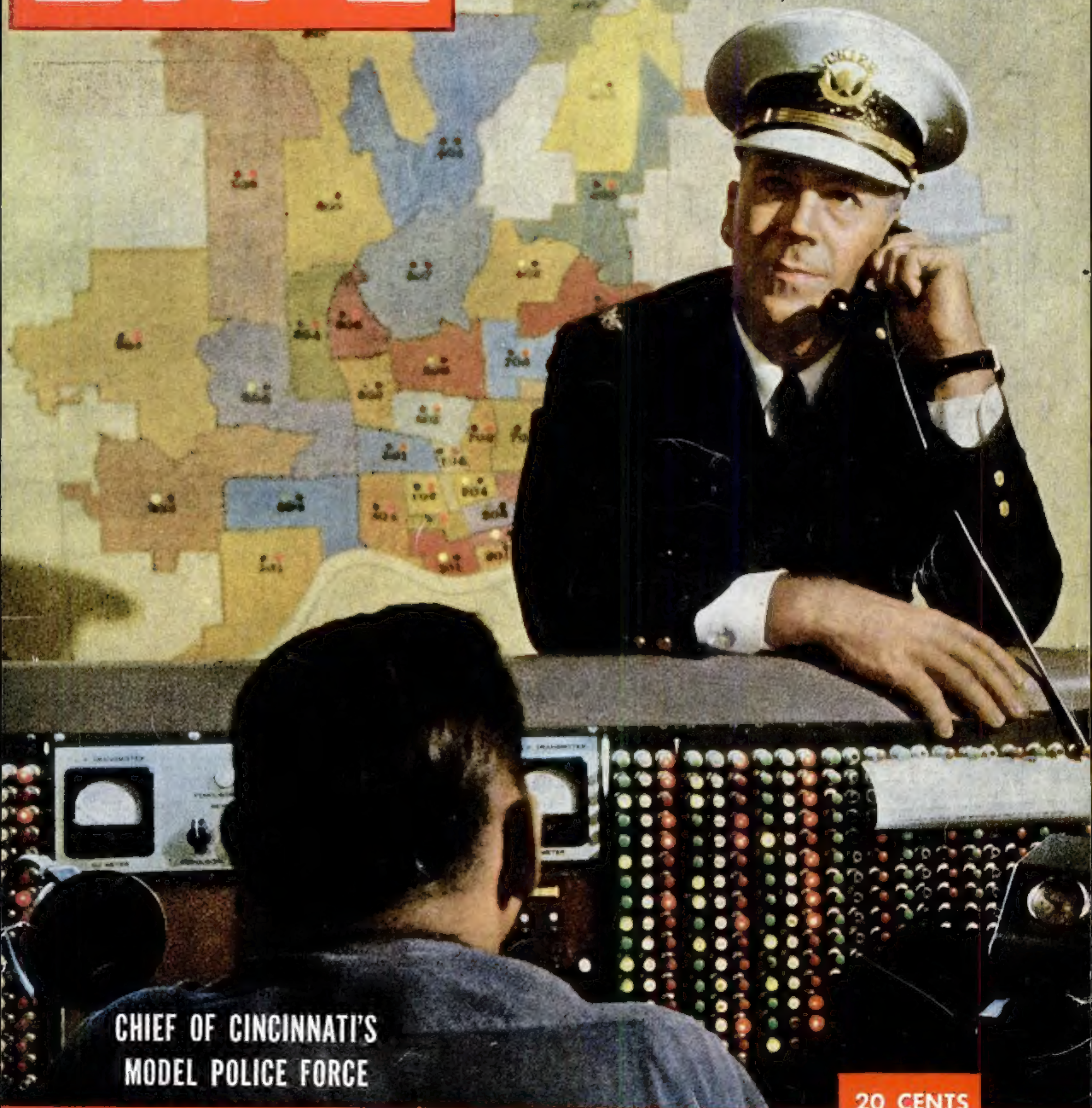


LIFE

CRIME, PART II: WHAT A CITY
SHOULD EXPECT FROM POLICE

A FRENCH LOOK AT U.S. WOMEN:
'DREAMS, PURPOSE, CASUAL BEAUTY'



CHIEF OF CINCINNATI'S
MODEL POLICE FORCE

20 CENTS

SEPTEMBER 16, 1957



Everett Brown, A. I. D., San Francisco, is the head of Everett Brown Associates. He has planned and executed striking color arrangements for many homes, offices and hotels across the country.

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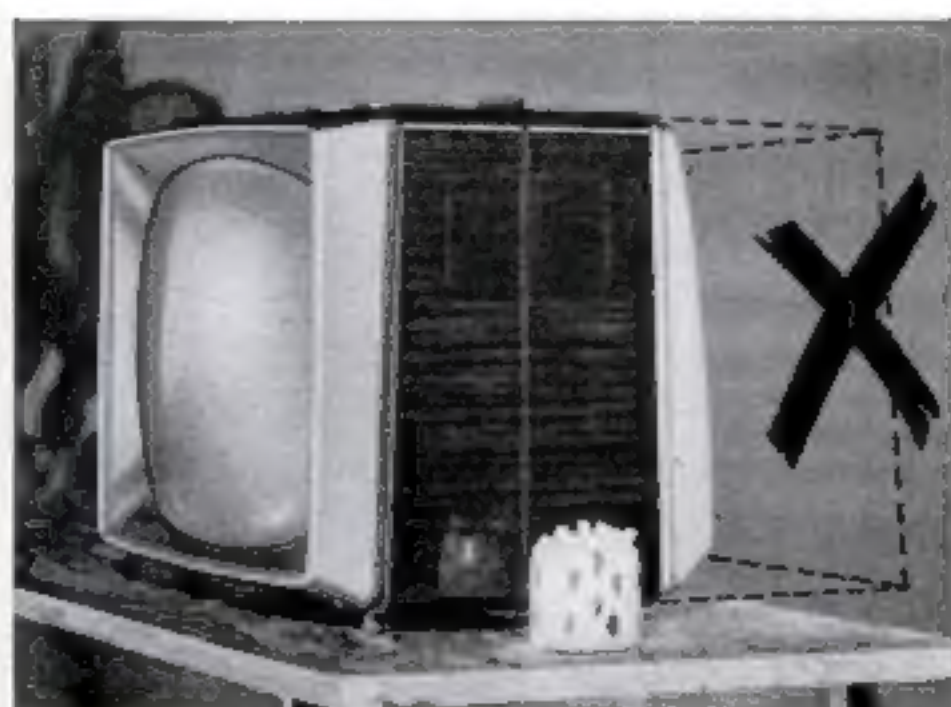
1958 Set "C"

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The integration issue

Photographs document violence and protest—also kindness and fair play—as some southern schools integrate and a governor defies federal power.



SOUTHERN BOY

Prize police force

What makes an efficient police force, which citizens should demand in every city? Part II of LIFE's series on crime looks at Cincinnati's police.



CINCINNATI'S CHIEF

French view of U.S. girls

A perceptive Frenchman translates his own delight with the antics, smiles and beauty of U.S. women into a delightful photographic portfolio.



AN AMERICAN SMILE

A fearful climb up a tower

Three brave men climb up a 500-foot tower to disarm a misfired atomic device which they are sure—though not completely—will not go off.



ENGINEER ON TOWER

Gangland Romeo and Juliet

The season's first big musical sets the Romeo and Juliet story among the brawls, secret meetings and wild parties of New York street gangs.



HAPPY DANCERS

World search for fabrics

An around-the-world design tour produces stunning fabrics inspired by everything from a Danish bird to Indian kite sticks.



DANISH BIRD

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COVER

From his department's communications center Stanley Schrotel, Cincinnati's police chief, speaks to a patrol car, one of those marked on the map behind him (see pp. 70-94)

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NUMBER 12

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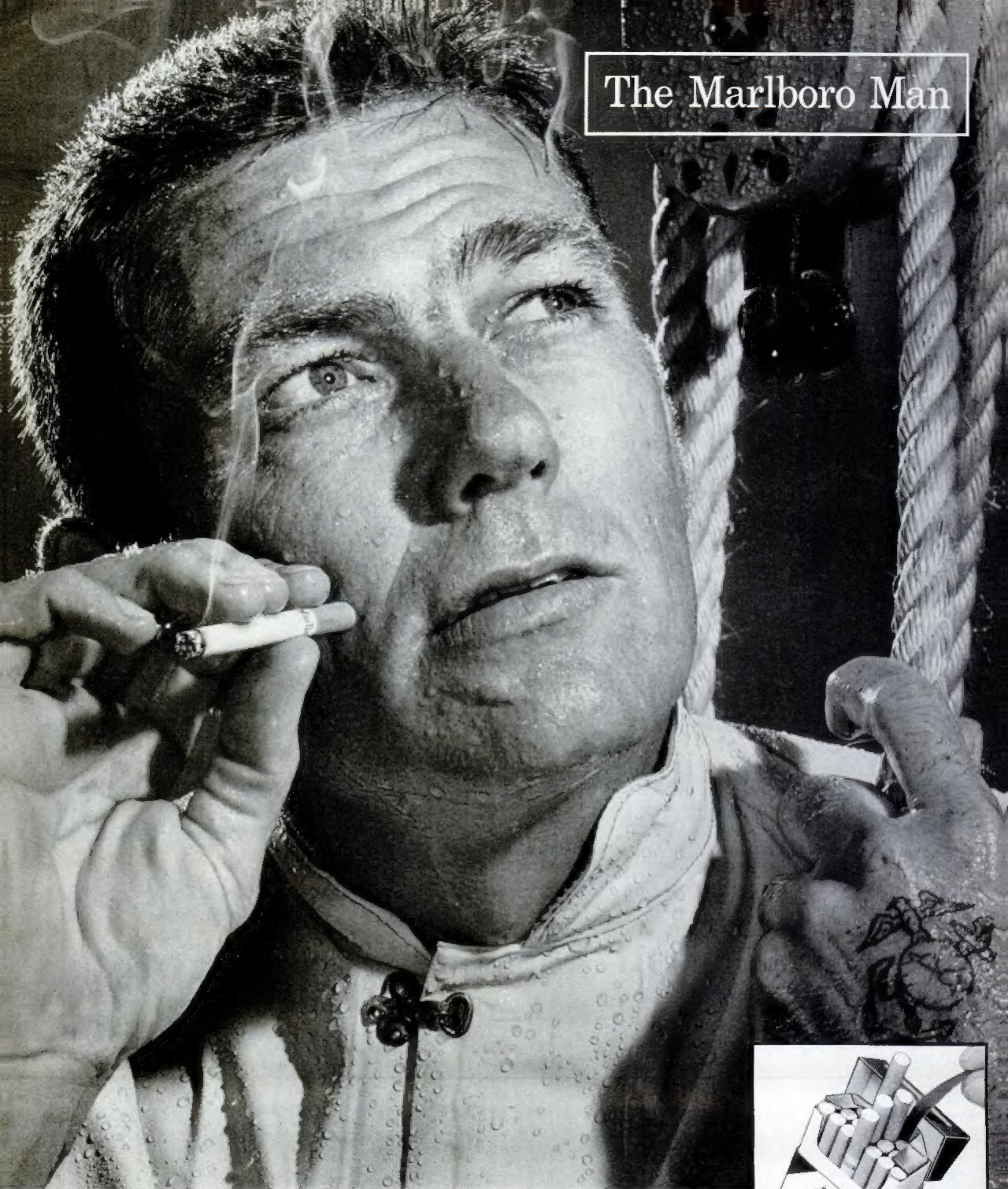
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H is for

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This is chemical shorthand for water, a subject about which Shell specialists are experts. Important example: drilling for oil through the ocean floor. Why do we look so hard for oil? Because in ten years, our need for oil will jump more than 50%...for farm, home, industry, transportation.



Harmony

Tune in your memory or ask Dad: weren't those barbershop quartets the cat's whiskers? You'll find that same close harmony in a company like Shell, where separate but integrated divisions handle production, refining, transportation, marketing, research. Result: improved products at fair prices.



OF GOOD THINGS ABOUT PETROLEUM

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Heat

A hundred years ago, you kept warm huddled to the fireplace. Today, you adjust your thermostat—a revolution in comfort made possible by oil. Take full advantage of clean, economical oil heat: ask your local Shell fuel oil supplier to check your burner now. P. S. He's a good man to know in an emergency.



Hustler

Whoosh! This delta-wing jet bomber can out-hustle anything in the air anywhere near its size. One reason why: Shell Epon adhesive 422—a new bonding agent that replaces rivets on the Hustler's wings. Result: big weight savings, reduced drag, greater speed. Epon resin "glue" sticks almost anything to anything.



Honk

Remember that throaty a-hoo-ga? Forty years ago, safety demanded you use your horn loud and often. Today, of course, safe drivers use their horns for emergencies only. Safe drivers like you.



Horsepower

When all Dobbin had to compete with was other horses, he did all right. But the automobile and oil research crammed so many horses into one small engine that Dobbin was soon outclassed. Farm example: today, one man does the work of 19, thanks to the oil-powered muscles of modern machinery.



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LETTERS TO THE EDITORS

A TOUR OF SAN SIMEON

Sirs:

LIFE and *Gjon Mili* rate hearty congratulations for the superb piece, "A Unique Tour of San Simeon" (*LIFE*, Aug. 26). Expertly conceived, developed and produced, it is truly a major achievement, of lasting value.

We in San Francisco and Oakland have long considered ourselves to be "neighbors" to San Simeon. Many of us are delighted with the accuracy, clarity and comprehensiveness of both your story and the exceptionally fine color scenes.

LLOYD H. MACMORRAN

Oakland, Calif.

Sirs:

To say San Simeon is fabulous is an understatement! I felt I was being conducted on a personal tour of an art lover's paradise. The photographs were excellent.

MRS. SYLVIA EVANS

New Lebanon, Ohio

Sirs:

What is most lamentable about the revolting largesse of Mr. Hearst's San Simeon is that his money has succeeded only in mutilating the intrinsic beauty of the objects with which he surrounded himself.

Such exhibitions only perpetuate in the world the idea of a pompous and vulgar America and hide the true America which is spiritually vigorous and pure.

ANTONIO BAROLINI

Croton-on-Hudson, N.Y.

Sirs:

How nice to see that someone with heaps of income knows how to distribute some of it as most of us cannot. Who else could gather together so much beauty?

BEULAH S. BARKER

Chicago, Ill.

Sirs:

LIFE did not once mention Julia Morgan, Mr. Hearst's architect. This great Californian designed not only San Simeon but more than 700 other buildings during her long career. In American architecture she deserves at least as high a place as does Mary Cassatt in American painting, or Edith Wharton in American letters. She was the first woman to attend the Ecole des Beaux-Arts in Paris and was also one of the first women engineers, having taken a degree in engineering at

the University of California. Last Feb. 5, in San Francisco, Julia Morgan died at the age of 85.

ALLAN TEMKO

Berkeley, Calif.



ARCHITECT JULIA MORGAN IN 1929

Sirs:

In your article on San Simeon you include a photograph of "Hollywood luminaries." You have identified the face peeping out from behind Bea Lillie as Singer Morton Downey. King Vidor in his autobiography has included this same photograph, and identifies the man as Actor Richard Barthelmess. Just who is the owner of that beautifully parted hair?

MARGARET D. VOGEL

Baltimore, Md.

● Vidor says it's Barthelmess; Aileen Pringle, who owns the photograph, says it's Downey, Morton Downey, now a member of the Board of Directors of the Coca-Cola Company, says it's Downey.—ED.

THE TWINING TRADITION

Sirs:

Your fascinating article, "The Twining Tradition" (*LIFE*, Aug. 26), stopped short by limiting General Nathan Twining's military ancestry to the Revolutionary War. The *Yarmouth Record*, 1043-45, ranks an ancestor, William Twining, as "among the militia which consisted of 50 soldiers. In 1045, he was one of five soldiers sent out against the Naragansett."

GENE H. SLOAN

Murfreesboro, Tenn.

Sirs:

Grandpa Twining's "Oh what delicious music the shells make" reminds me of George Washington's "I have heard the bullet's whistle and, believe me, there is something charming in the sound" in a letter to his brother during the French and Indian War. King George III (no mean soldier himself), hearing of it, remarked, "If he found it charming, he has not heard many."

BILL CUNNINGHAM

Rock Island, Ill.

LIVING DOLL OF THE WILDS


Sirs:

I am disgusted with your article on Dorothy Brown ("A Living Doll of the Wilds," *LIFE*, Aug. 26). The wonderful people of North Carolina have been insulted long enough by these "backwoods" stories. I'm from North Carolina and, honestly, I don't own one coonskin cap.

BETTY MCBRIDE

Chandler, Ariz.

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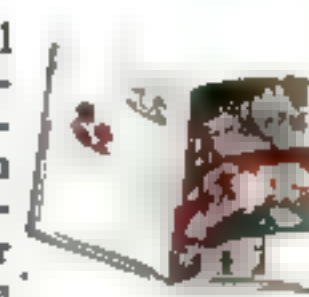
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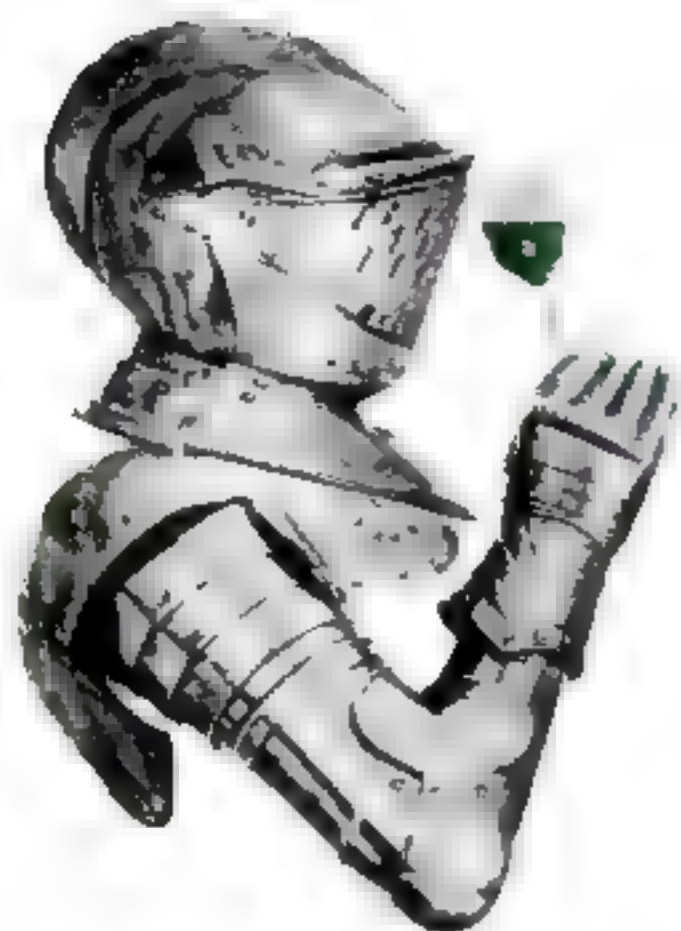
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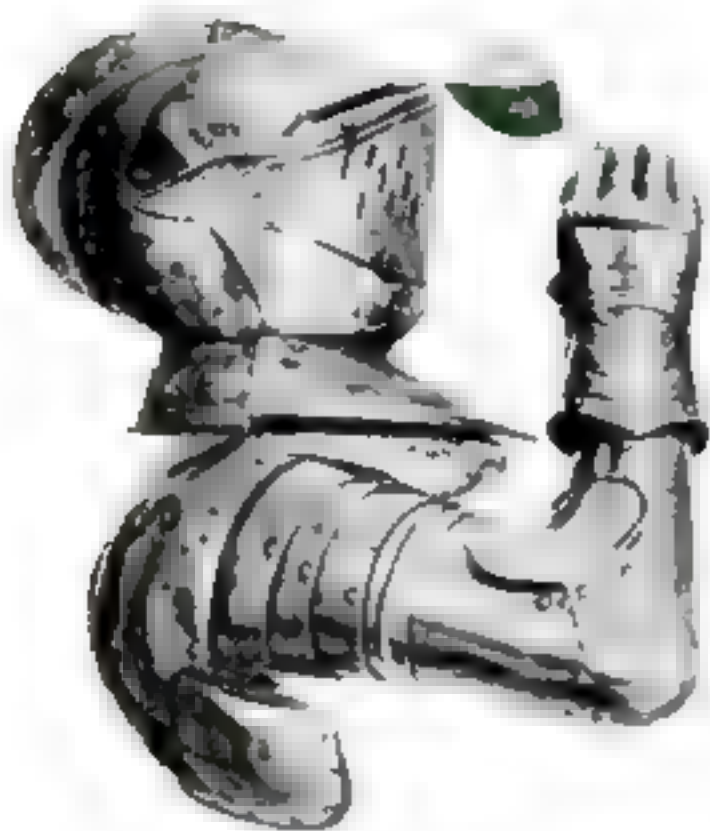
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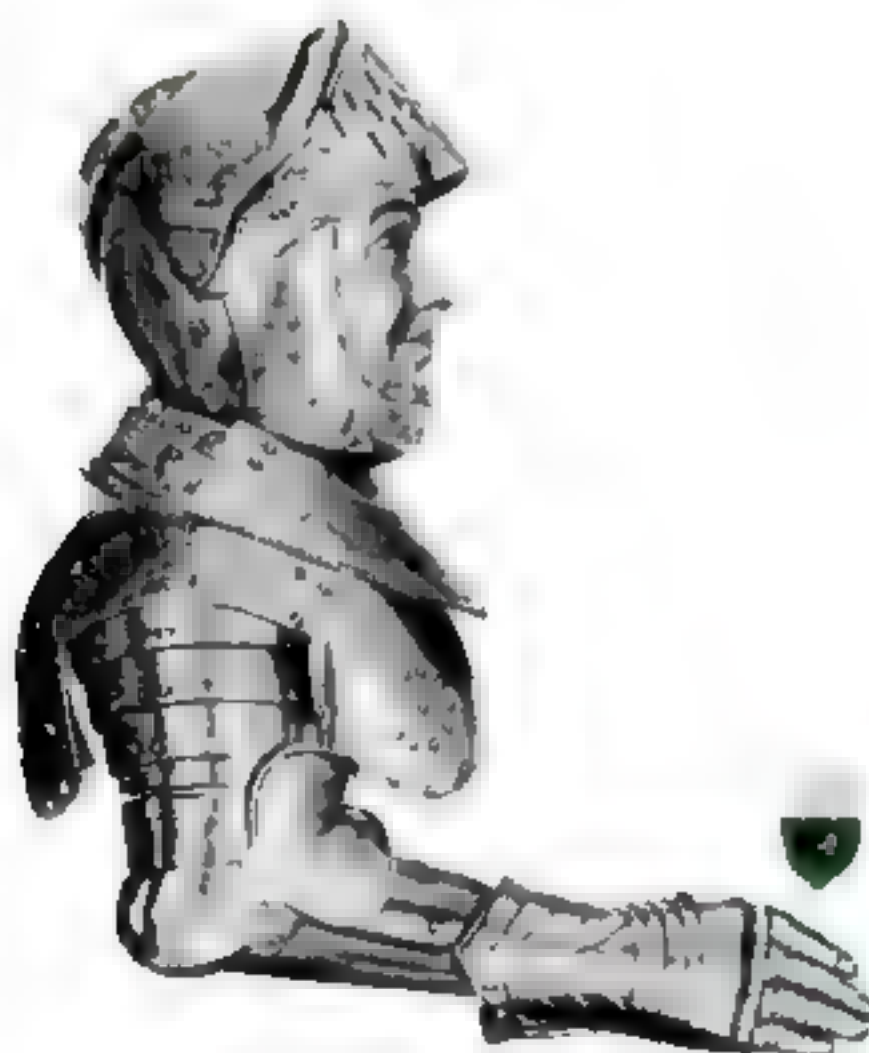
In Canada, write E. B. Ltd., Terminal Bldg., Toronto, Ont.



sniff it...



sip it...



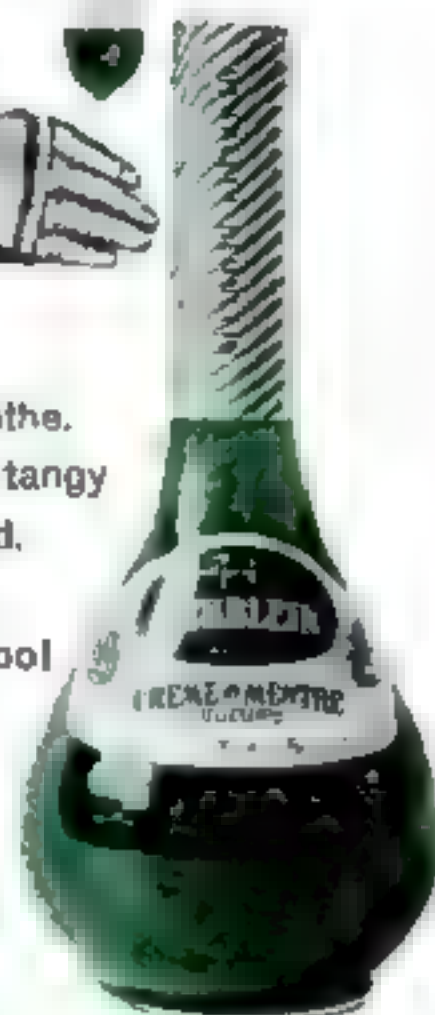
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You'll marvel at the mintiness of Heublein's Creme de Menthe. Connoisseurs said that no one had ever captured the full tangy flavor of the mint so completely before. They were amazed. You'll be delighted. Try it tonight—straight, on-the-rocks or frappé. You'll appreciate the modest domestic price, too! G. F. HEUBLEIN & BRO., HARTFORD, CONN.

full-flavored HEUBLEIN CORDIALS

the cordials that amazed the taste-testers

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CHERRY FLAVORED BRANDY, 70 PROOF • CREME DE CACAO, 50 PROOF • 20 FLAVORS IN ALL



LETTERS TO THE EDITORS CONTINUED

Sirs:

Somehow this whole "Long Sam" story has the ring of a lead quarter. The young lady is shown sweeping the steps of the shack right-handed. Two pictures later she is chopping wood left-handed—with her left foot forward.

MICHAEL MILLIENS

Ann Arbor, Mich.

• Dorothy is right-handed, but she switches awkwardly to her left hand when chopping wood.—ED.

Sirs:

LIFE has done much for a very deserving girl. You may be interested to know that while many offers have presented themselves, the decision has been not to exploit her but give her what she wanted most, an education.

JAMES H. GLENN

Charlotte, N.C.



DOROTHY AND COLLEGE PRESIDENT

• Aided by an anonymous donor who paid the tuition and with the approval of college president Budd Smith, Dorothy has enrolled at Wingate (N.C.) Junior College.—ED.

TOWN PLAYING A PART

Sirs:

Needless to say, "A Town Playing a Part" (LIFE, Aug. 26) reacted on the good people of Camden, Maine like gunpowder. Either the photographer or the editors of LIFE failed miserably to convey the atmosphere of congeniality that prevails here.

The so-called "mobs" that you mentioned who volunteered as "extras" did so, for the most part, in order to turn the small compensation over to a hospital.

I must protest the report that I received "cries of indignation and letters of protest." Such was not the case. The protest, in this case, should be directed to the editors of LIFE for such poor copy and nondescript pictures.

STERLING C. MORRIS
Town Manager

Camden, Maine

• A quarter of the extras contributed their pay to a fund-raising drive sponsored by the Friends of Camden Memorial Hospital. LIFE's reporter heard expressions of indignation from a number of Camdenites who said they were going to protest to the town manager.—ED.

EDITORIAL

Sirs:

Your editorial ("The President and the Congress," LIFE, Aug. 26) lists Congressman Bruce Alger of Dallas

as one to whom President Eisenhower owes nothing.

That may well be, but you and I and the other taxpayers owe Mr. Alger a good deal. If he had to vote against the President (which was the case) to try to keep your tax money and mine from being used to build nursery schools in Israel or to provide low-cost power at your expense and mine for a small area of the country, he was voting in a way that a lot of us feel was right.

DONALD W. MACARDLE

Dallas, Texas

Sirs:

In your editorial you referred to Congress' passing a bill providing for compulsory inspection of poultry as "trivia." The need for compulsory inspection of poultry in this country is anything but trivial. The high percentage of diseased chickens now being consumed by Americans because of lack of inspection is nothing short of a national disgrace.

MRS. JOHN SWITALSKI

Chicago, Ill.

A MAN POSSESSED

Sirs:

Will Longhi's body be left hanging from a rope on Eiger? If it is to be cut down I would like to know whether someone will climb Eiger to do it or whether some device will be used.

MARVIN MELVINS

Bronxville, N.Y.

• Plans to shoot at the ropes have been abandoned because of the distance from gun sites. The body still hangs from the ropes.—ED.

NEW NO. 1 BRAVE

Sirs:

You did not look at the record ("The No. 1 Braves and New No. 1 Brave," LIFE, Aug. 26). After the Braves got Schoendienst they lost nine out of 13 starts. Then Red hurt his back. With him out of the lineup the Braves won six straight. These six wins, without Red, may very well be the margin the Braves will win by.

K. L. WILCOX

Waukegan, Wis.

• To Manager Fred Haney, a man who looks closely at records, Red Schoendienst "has been sort of inspirational. He has pulled us together and that was what we needed."—ED.

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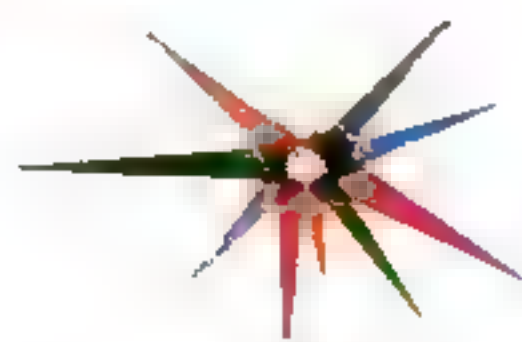
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get off to a fast start**

Mixing freight cars are weighed, rated
and their speed controlled electronically.
Thus trains are swiftly assembled.



**More Railroad Progress like this
depends on adequate earnings**



Isn't this common sense?

Improvements such as this electronic freight yard cost a lot of money—money which the completely self-sustaining railroads must supply from their earnings. When railroads are able to improve their services, we all benefit. And railroads just aren't earning enough money these days to put into operation all the improvements they have developed, as fast as they would like.

Railroads *could* make enough money to do more of these things, for they are—by far—our most efficient system of mass

transportation. But their earning power is hamstrung by outdated government policies that favor competing forms of transportation.

As a result, the railroads' earnings are reduced—and the nation loses some of the benefits of railroad progress. In your interest—in the interest of *every* American family—railroads should be given equal opportunity to earn an adequate return on their investment. *Isn't this common sense?*

AMERICA MOVES AHEAD WITH THE RAILROADS

ASSOCIATION OF AMERICAN RAILROADS, WASHINGTON, D. C.





SPEAKING OF PICTURES

BALANCING HIS BOAT AS IT SHOOTS UNDER A SUSPENSION BRIDGE PAST RUGED ROCK FORMATIONS, DON HATCH, A NOTED RIVER MAN AND RAPIDS RUNNER

A Seat in a River

Search for Paradise, the fourth odyssey in Cinerama, is for the most part a travelogue on the splendors of Ceylon and the wonders of northern India built around a story about two former GIs who are seeking Shangri-La. But the

A BOAT'S-EYE VIEW OF THE HIGH, HARD WAVES AND BONE-RATTLING RAPIDS OF THE INDUS WAS CAPTURED FROM A SECOND HAFT MANAGED BY DON HATCH'S





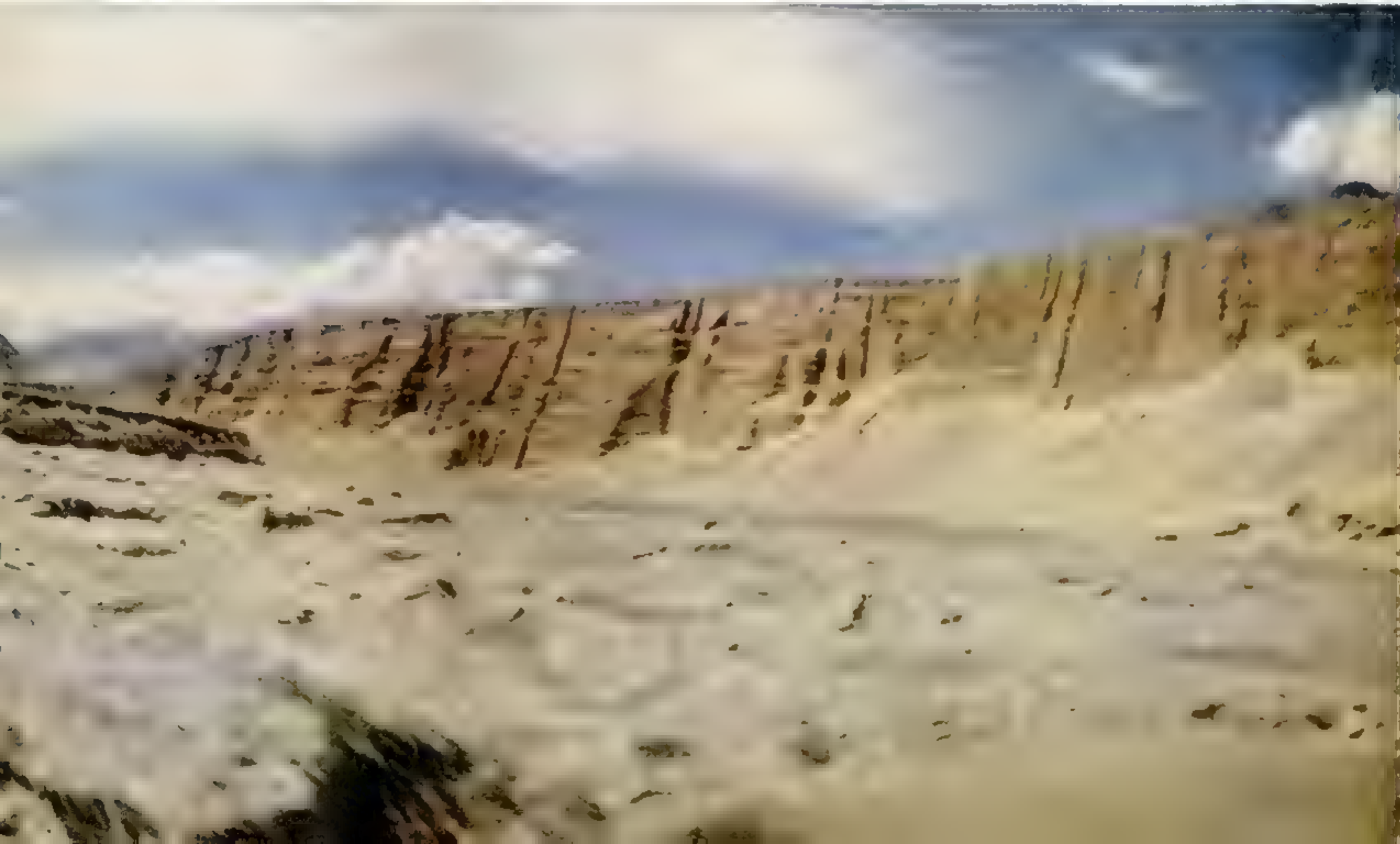
WHO EARNED HIS REPUTATION ON THE YAMPA, GREEN AND UPPER COLORADO RIVERS IN THE U.S., RIDES THROUGH THE DEEP GORGES OF THE UPPER INDUS

movie reaches a tense and dramatic climax during a few furious moments in the midst of a mighty river's rapids. Here are pictures so real that the spectator feels that he is sitting in the river itself—wet, seasick and bruised by

the pounding waters. To get these pictures the moviemakers sent two tiny World War II rubber assault rafts bouncing, twisting and corkscrewing again and again through Upper Indus River gorges. The realistic result was achieved

at an all too realistic cost. After the sequence on the rapids, the movie company had only one actor to go on looking for Shangri-La. The other, Actor James Parker, had been tossed from a raft, sucked into a whirlpool and drowned.

FATHER, BUS HATCHER, ANOTHER FAMOUS FAST-WATER BOATMAN. PARKER WAS IN THE CAMERA RAFT WHEN IT OVERTURNED AND HE WAS THROWN INTO WATER



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without a refill

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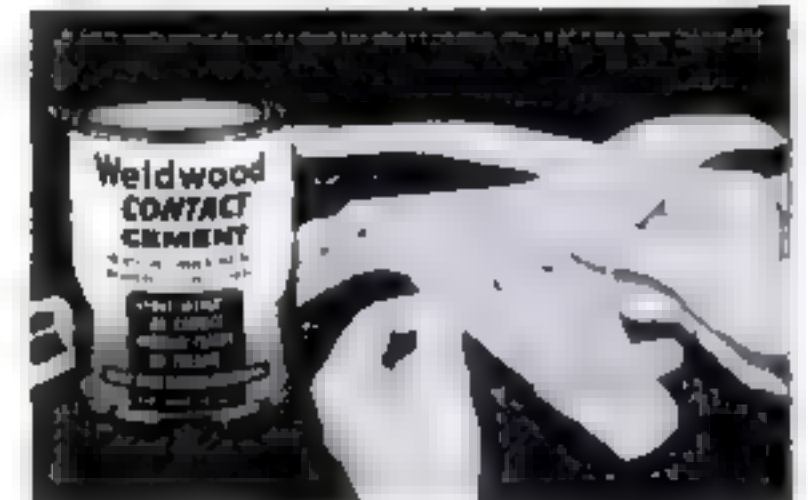
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Repair Wood Window Valances With Weldwood Plastic-Resin Glue. In corner joints or split edges, this easy-to-mix glue makes your repair job stronger than the wood itself. Resists dampness. Apply to both surfaces and clamp—sets in 5 to 6 hours. 3 1/2-oz. can, 35¢; 8-oz. can, 65¢.



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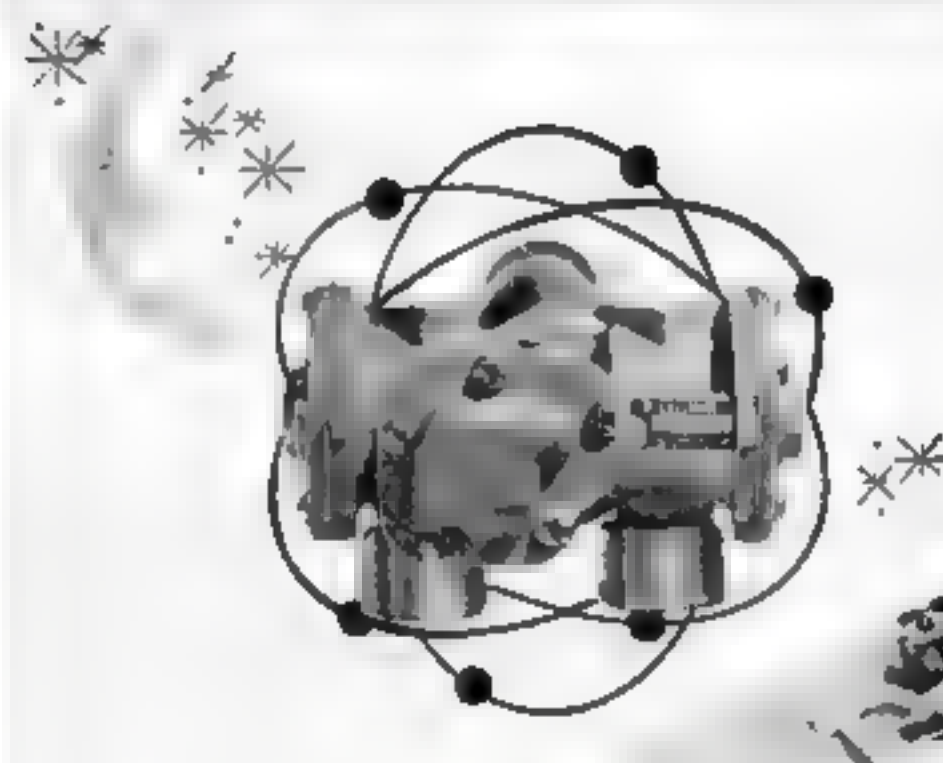
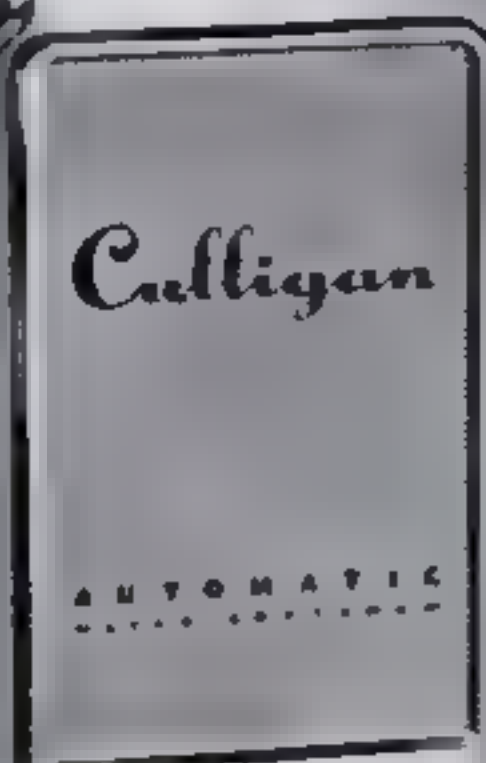
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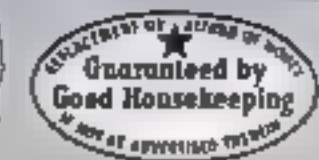
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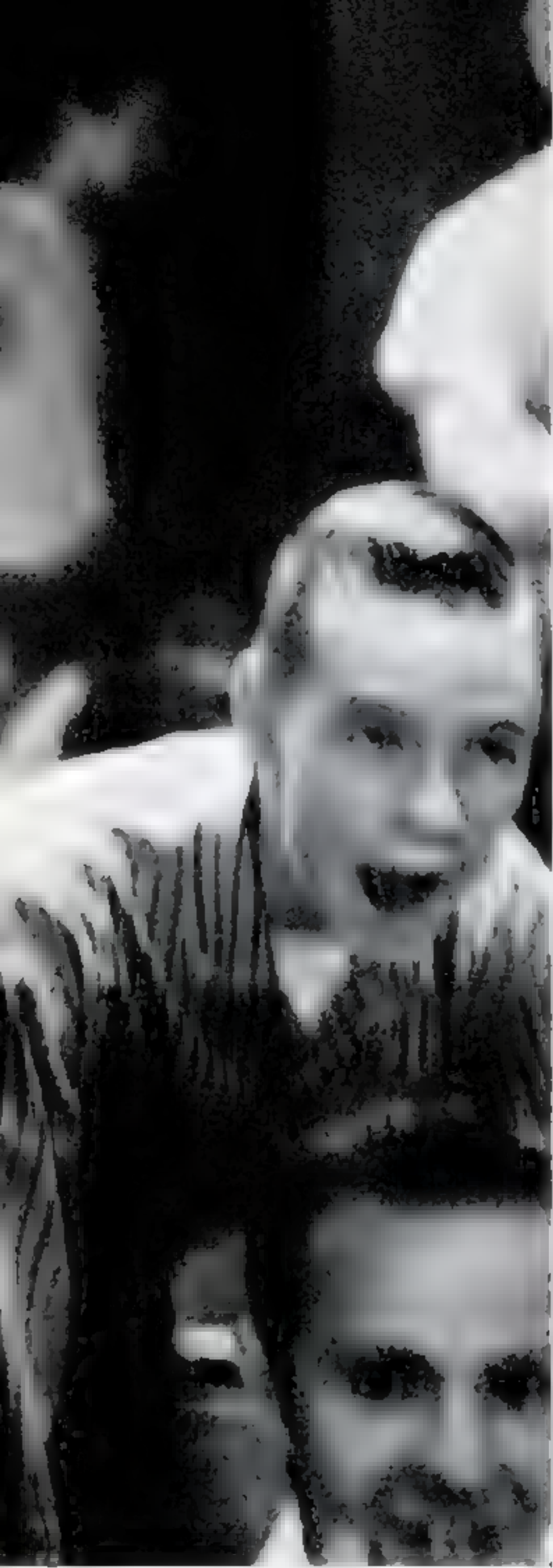




JEERS FROM A MAN (*below*) C. A. Webster of local White Citizens' Council, are a mob at Jimmy Florence, 17, at the Galespe Park school in Greensboro, N.C.

JEERS FROM A GIRL (*below*) Hazel Bryant (*right*) fellow Elizabeth Eckford as she walks from Little Rock's Central High. Guardsmen barred her from school.





A SUCCESSION OF TAUNTS follows a Negro girl as she starts school under the new integration program in Charlotte, N.C. In the auditorium of Harry Harding High School, the boys at left yell, "Go

back to Africa, you burrhead." The object of their catcalls and gestures, Dorothy Counts, a 15-year-old junior and daughter of a theology professor, sits quietly (above), endures a further demonstration.

BLOWS AT INTEGRATION BY A SMALL BUT DANGEROUS MINORITY TROUBLES BESET SCHOOL OPENING

These pictures give evidence of the deep reactions in the South as schools, slowly and reluctantly, went ahead with integration. In places, both youngsters and their elders greeted the handful of Negroes that entered all-white schools with insults, threats and even violence. In reporting this, the national press was accused by some Southerners of distorting the school situation. But the photographic testimony was irrefutable.

The troublemakers were a small minority but a dangerous one. Frequently, as one report noted, the grownup tormentors were not "people of substance in the community." The cruelest jeers (above) for the Negro students

were those that came from their white schoolmates, who drew encouragement from adults. But from the white youngsters also came the first, sudden kindnesses.

It was the fourth school year since the Supreme Court outlawed segregation in public schools. The border states were implementing plans that had begun one to three years earlier. This year integration was making its first penetration yet into the Old South as North Carolina started its program. It was carried out on an extremely small scale, and at that was achieved amid protest. But it was integration put into effect voluntarily by school boards and given the support of local officials and police.

In Little Rock, Ark., however, there was a sharp contrast. Here the nation saw the spectacle of a governor's calling out federally supported troops to thwart integration plans that had been carefully laid to obey the order of federal courts (pp 26, 27). The action set up an example of a state defying federal power that could be followed by other governors to prevent integration or to thwart other actions of the national government.

The arduous and painful struggle to integrate the South's schools had a long way to go. This year's change-overs were numerically small: seven states had integrated not a single school—and were making no plans to do so.



STATE EXECUTIVE Orval Faubus tells reporters he ordered out the troops to prevent bloodshed.

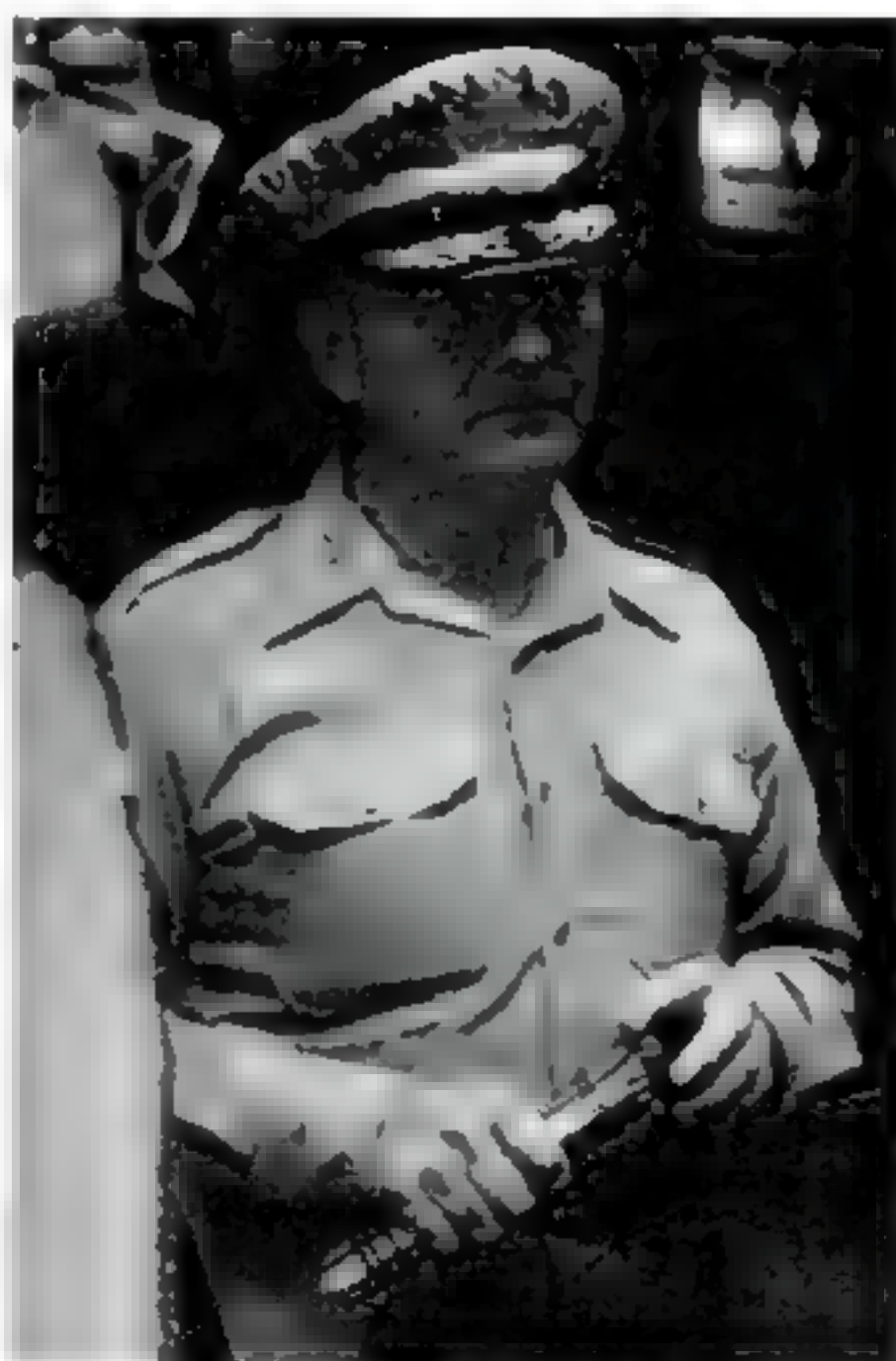


A GOVERNOR FLOUTS GOVERNMENT OF U.S.

Little Rock's integration program had been planned for two years. It was accepted locally if grudgingly. As it was about to go into effect Governor Orval Faubus ordered National Guardsmen out to prevent Negro students from entering Central High School. He wanted to



FEDERAL JUDGE Ronald Davies, normally in North Dakota, is on temporary duty in Arkansas.



GUARD COMMANDER Sherman Chinger threatened to arrest newsmen for "inciting to violence."



SCHOOL SUPERINTENDENT Virgil Blossom (right) receives Judge Davies' order to integrate.



TURNED AWAY from Little Rock's Central High School, Elizabeth Eckford (p. 24) is waved off by guardsmen. She later tried again to pass through lines.

ARMED INTERVENTION by a cordon of National Guardsmen outside building prevents the prospective Negro students from entering Central High School.

prevent bloodshed, he said, but many Arkansans, who watched earlier integration in their state, doubted that there was any danger.

The governor became a hero to some who saw Little Rock as a bastion for segregation. His stand also drew attention to a hitherto

obscure federal judge, Ronald Davies. In several rulings, Davies implemented the Supreme Court's 1954 decision and rejected the school board plea to delay integration. "There can be nothing but chaos," he said, "if court decrees are flaunted, whatever the pretext."

The governor, however, kept the troops on campus as President Eisenhower hurried to Washington to meet with Justice Department officials. The strategy was not immediately clear but the President had reminded the nation that he was sworn to uphold the Constitution.



IN WASHINGTON Attorney General Brownell (center) and aides Bill Rogers, Warren Olney confer.



DISSENTING MAYOR of Little Rock, Woodrow Mann, denounced governor's action as "a hoax."

INTERRUPTING VACATION, A GRIM PRESIDENT RETURNS TO CONFER ON LITTLE ROCK →





ERASING A SLUR. Winston-Salem students rub off a "Go Home Nigger" sign outside high school.



ARRESTING A RACIST. Easton, Md. police move in on Francis Berry, who had an anti-Negro sign.



A RARE OCCASION was unscheduled debate on Charlotte, N.C. integration. Negroes (foreground)

attended public meeting of White Citizens' Council and stayed for a nonviolent civil rights discussion.

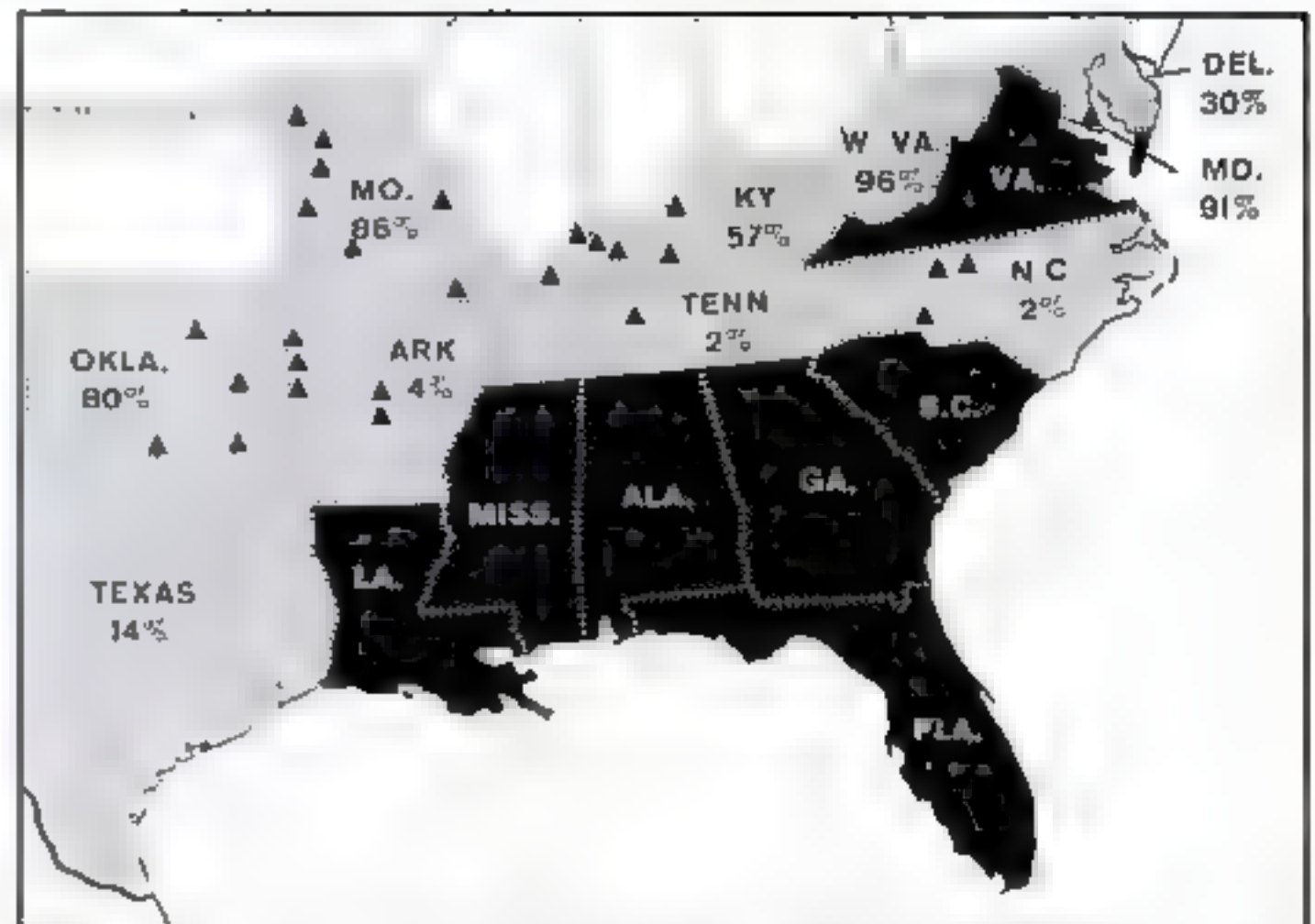


KENTUCKY HARANGUE begins at Sturgis school as Mrs. Madge Lucas hurls "nigger lover" epithets.



BEING SURROUNDED. Mrs. Lucas confronts state troopers. "Take care of the cops," she cried vainly.





PROGRESS OF INTEGRATION is shown. States in black have no integrated districts. Figures on other states give percentages of districts where integration has been started; percentages are not of total districts but only of districts having both white and Negro pupils. Triangles are newly integrated districts.

DETERMINED ACTION—AND TIME— AIDS INTEGRATION'S SLOW RISE

In almost every place else but Little Rock where integration was attempted, the police on state or local level moved swiftly to see that the plans of school boards were carried out. And even amid the passions of racial belief, it was possible—at Charlotte, N.C.—for Negroes and avowed segregationists to debate their positions face to face.

As the map above shows, the intransigent Old South found itself increasingly fringed by areas in which integration has begun. The District of Columbia by now was 100% in the process of integrating. This week Nashville public schools, aided by a court decision last week declaring unconstitutional a segregationist state law, were mixing first grade pupils. And in Dallas, a federal judge has ordered the school board to integrate its schools at midwinter.

If the pace seemed still slow to some zealots, if integration affected only a small number of pupils in the districts involved, it nonetheless came clear that time strengthened the integrationist cause. At the Clinton, Tenn. high school, the scene of awesome violence last year, integration proceeded without strife (*below*), as it did elsewhere (*next page*).



LAST YEAR'S BATTLEGROUND, Clinton, Tenn. high school, scene of mob violence, is calm this year and Negro students walk to school without incident.



IN EASTON, MD. Carol Anderson leaves Hanson Street school a customary event for her since it is her second year there. School integrated last September.



IN WINSTON-SALEM, N.C. Gwendolyn Bailey pays fees, returns registration forms to become the first and only Negro student at Reynolds High School.



IN STURGIS, KY. some of 18 Negro students enter high school. Last year militia and tanks, this year patrols of state policemen, have been needed to keep order.

ONCE WITHIN THE CLASSROOMS, KINDNESS AND FAIR PLAY ENTER

The progress that integration had made was testimony not to any sudden local changes in feeling toward segregation but to the American respect for law. Many of the integrating districts were doing so only on the direct order of a federal district court. In North Carolina, however, the case was significantly different. Here the integration was planned and achieved voluntarily.

The state legislature had passed a pupil placement bill that some interpreted as preserving segregated schools. But school officials saw that the law made it possible to follow the Supreme Court's decision and bring about integration on a selective basis. This summer, after two years of secret study (to minimize organized resistance), the school boards of Greensboro, Winston-Salem and Charlotte invited Negroes to apply for admission to white schools. They set strict standards for character, behavior and scholastic standing and of 54 pupils who applied in the three cities only 11 were accepted. Like most of the 11, Dorothy Counts, whose numbing initiation was shown on pages 24, 25, has found hope (opposite page) not only in the respect for law which put her in school but also in the American spirit of fair play which was making her at least a few friends.



IN GREENSBORO, N.C. the five young Negro students who were selected to enter the Gillespie Park school sit together in the school auditorium during an

orientation meeting on their first day. From left they are Harold Davis, 12, Brenda Florence, 10, Jimmy Florence, 11, Russell Herring, 12, and Elijah Herring Jr., 16.



FRIENDSHIP INSTEAD OF TAUNTS comes to Dorothy Counts, who endured jeers on reaching school (pp. 21, 25). Assigned a homeroom group, she was joined

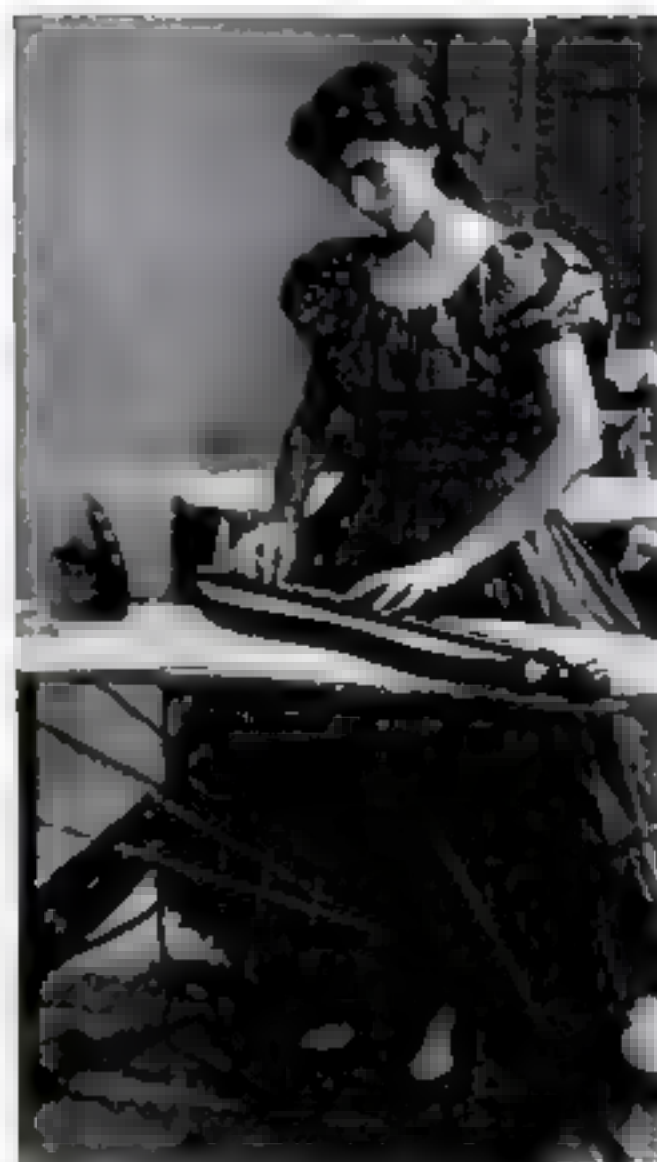
after a lonely hour by girls who will be her classmates in Charlotte, N.C. Sitting between Betty Broome (*left*) and Jean King (*right*), she happily discusses courses.



PRACTICING for talent competition, Miss Utah plays *Tambourin Chinois* on her violin as chaperone listens.



PRIMPING for dinner in the hotel, Miss South Dakota gets an assist with her hair curlers from her chaperone.



PLUCKING her dulcimer, Miss Kentucky waits her turn backstage. She tied with Miss Utah for best musician.



DOODLING, Miss New Mexico prepares for modern interpretive Indian dance, was voted Miss Personality.

BACKSTAGE IN QUEST TO BE MISS AMERICA

All week long in Atlantic City 51 beautiful girls took part in a show as elaborate and as costly as a big Broadway musical—the Miss America Pageant. Now a \$100,000 production, it requires the exhibition not only of pretty figures but of talent and personality as well. And it involves an intricate and fast-stepping backstage life which the public never sees.

When the beauties arrived, each was promptly whisked away by a chaperone who saw to it that her charge made no dates, posed for no unauthorized pictures and saw no unauthorized visitors, not even boyfriends.



SCOREKEEPER with pageant booklet, a boy tries to identify the girls as they arrive for registration.



SEGREGATED. John Erickson, boyfriend of Miss Mississippi, C. W. Allen, her father, can only watch.





BUTTONING her long gloves before appearing for judges in a ball gown, Miss Chicago is aided by Miss Maine.



STRUTTING in a 20s costume, Miss Missouri rehearses Charleston that won her one of talent competitions.



POSING with their awards for bathing suit and talent contests, Misses Arizona-Missouri stand back to back.



BREAKFASTING with Judge John Harry Jr., three girls have personalities rated. Miss California is at right.

or fathers like Messrs. Erickson and Allen (below left). The girls, who were to be judged on beauty, performance of specialties and attractive demeanor, went about their work diligently, for there was \$30,000 in scholarship money at stake from five sponsors. They rode in the "illuminated parade." Each night they showed off their talents, producing such diverse acts as trampoline tromping, imitating a lobster fisherman and playing a dulcimer. They dined with the judges as a test of personality.

Backstage, the girls became very sociable, exchanging addresses with

one another. Miss Kansas gave all the other misses sunflower earrings and Miss Idaho gave out packages of instant mashed potatoes. But there were frustrations and tensions and blowups. Miss Puerto Rico lost the record she was supposed to dance to. Miss Alabama lost weight and her clothes began to sag. Miss Oklahoma, in excitement, lost her lunch. At the grand finale Saturday night, despite personal disappointments, they all applauded warmly as Miss Colorado, Marilyn Elaine Van Derbur, a coed at the University of Denver, was judged the fairest of them all.



MISS AMERICA, Marilyn Van Derbur, 20, stands 5'8½" tall, was the May Queen of her high school.

ONE AMONG MANY, Marilyn (back row, second from left) prepares for appearance in formal dress.



AS MALAYA'S KING, TUANKU ABUL RAHMAN, AND WIFE SIT ON THRONE PREPARING FOR INSTALLATION MACE BEARER (LEFT) STANDS AT ATTENTION AND GRAND



CEREMONIAL ITEMS used in the installation are (from top) kris, koran, royal address.



THE KING wears turban with Islamic crescent and 11 pointed star representing 11 regions of Malaya.



CHAMBERLAIN (RIGHT) BRINGS KRIS OF STATE



MALAYAN PRINCES in line at Kuala Lumpur airport to greet ranking Britons (backs to camera) are

(from left) Sultan of Kedah, Sultana of Perak, Sultan of Selangor, king-elect and Sultan of Pahang.

NEW KING FOR A NEW COUNTRY

Federation of Malaya celebrates grant of independence from Britain

With all the panoply of the East and all the best wishes of the West, a new monarch (*opposite page*) took the throne of a new nation and a new member of the British Commonwealth, the Federation of Malaya. When Malaya's freedom became official (*below*) it was the end of 83 years of British rule over 6 million people and 50,700 square miles.

The new nation is composed of nine princely states and two territories. The princes elected one of their number, Sir Abdul Rahman of the state of Negri Sembilan, as paramount ruler, or king. Abdul Rahman, a 62-year-old

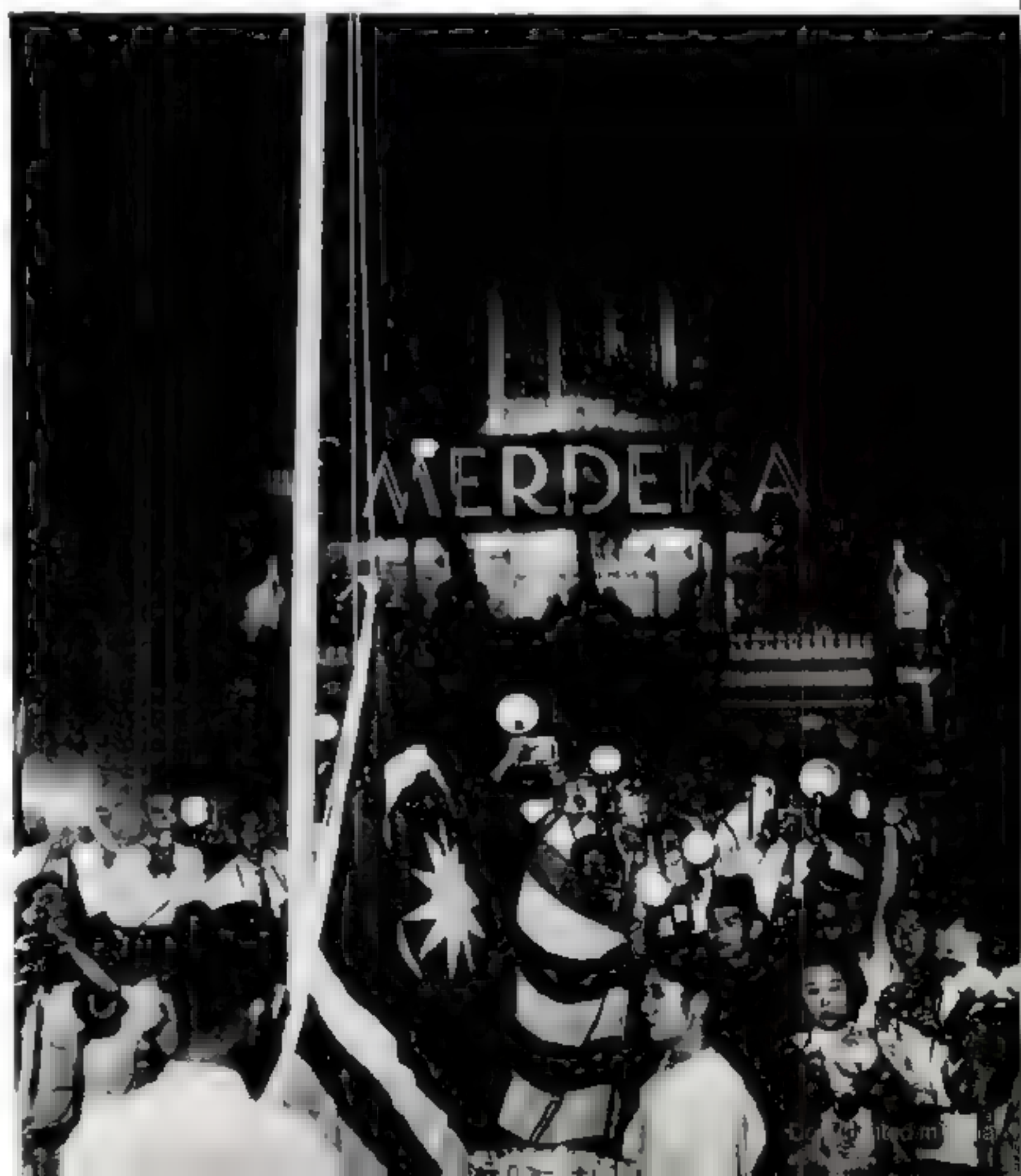
Cambridge-educated lawyer, will reign for five years, when another prince may be elected to take his place. The country is governed by a parliament and a prime minister.

Two problems confronted the country. The Malayan part of the population (49%) deeply feared domination by the less numerous but economically powerful Chinese. And in Malaya's interior, two thousand Communist guerrillas, mostly Chinese, were at large. Malaya's domestic cares were only part of the larger complex of problems that the emergent ex-colonial nations presented to the free world (*p. 36*).



BRITISH DIGNITARIES at ceremonies were High Commissioner MacGillivray (*left*), who will retire to Kenya farm, and the queen's envoy, Duke of Gloucester.

THE HISTORIC MOMENT of independence precisely at midnight finds Malayan crowds milling about their rising flag while big sign proclaims *merdeka* (freedom).





INDEPENDENCE PARADE of British-equipped, British-trained Malayan policewomen (left), armed

policemen (center) and military band swings snatches along Raja street in capital city of Kuala Lumpur

Malaya CONTINUED

A PRIDE IN LIBERTY, A DANGER OF CHAOS

Malayan independence brought the number of people granted nationhood by Britain since World War II up to 513 million. But even as Malaysians paraded past the minarets of Kuala Lumpur this commendable revolution (*see Editorial*) raised questions about military and political balances of power—Malaya, for instance, declines to join SEATO now. From London, *TIME-LIFE* Bureau Chief Max Ways cabled:

"In the British Empire nowadays there just seems to be one Fourth of July after another. But the argument whether colonies are breaking away or are being benevolently handed independence is no longer a serious question. Nationalism today is everywhere, withering the old order, bringing new hopes and new dangers. To say that independence is inevitable is not to say that it will work.

In the new nations the drive for nationalism is bound up with a strong drive for economic advance. Their people are panting for development capital. They will not find much within the Commonwealth, and they will not find the U.S. a ready source either. Disappointed and perhaps bitter, they may fall prey to lavish if empty Communist promises.

"Even without the Red danger, the economic danger of the new nations will make their early decades tumultuous. Britain, whose stable ways grew out of its own tumultuous history, has been the best possible tutor for the new lands. But have they learned enough?

"Soon Nigeria and the Caribbean federation will be new nations, then Uganda and other places which only yesterday had political organizations as fragmentary as Homeric Greece. When Her Majesty's prime ministers next meet at least half of them will be gentlemen of non-European origin. But if these new countries are uprooted from the political institutions Britain has given them, then a historically unique revolution will have chaotic sequels."



THAI DELEGATE was U.N. Assembly's chief, Prince Wan Waithayakon.



KING'S DANCERS perform traditional Malayan dragon dance in Abdul Rahman's palace gardens at banquet he gave for 500 local and foreign dignitaries.



U.S. DELEGATE Undersecretary of State Herter came with Mrs. Herter



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No wonder this Chicken Pie tastes so much better... look what's inside!

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The latest thing in Soviet jet transport came sweeping across the Atlantic this week to put down at McGuire Air Force Base, just 13 hours 29 minutes flight time out of Moscow. Seldom had an event so dramatized the shrinking world. The purpose of this Soviet flight was to bring part of the Soviet delegation to the special session of the United Nations General Assembly, which opens this week. And therein lay irony fit for the gods. For this special session of the Assembly has been called to consider one of the most scathing indictments ever made by an international body against a so-called civilized nation. That nation is the Soviet Union, and the crime for which it has been indicted is the murder of Free Hungary—a vile and monstrous act. Thus, as the Soviets boast of the jet age, they must answer to conduct worthy of the Stone Age.

Nevertheless, they must be made to answer. The indictment is too clear and sharp to admit of any evasions or obfuscations. It has been made by the representatives of five small, impartial nations—Australia, Denmark, Tunisia, Uruguay and Ceylon—who went everywhere they were permitted to go, heard 111 witnesses and investigated every last detail of the events in Hungary during the 13 days of its fight for freedom, right up until the last Russian tank crushed the body of the last Freedom Fighter. And this is what the Special Committee on the Problem of Hungary found:

- ▶ That the uprising was completely spontaneous, totally unpremeditated, and totally unassisted by the West.
- ▶ That it was not a "fascist" uprising as the Soviet murderers claim but a people's uprising, led by embittered Communists and other workers.
- ▶ That there was no discoverable request for Soviet intervention from the legitimate government of Hungary which was illegally crushed and overthrown by Soviet troops.

Despite the resolution of the U.N. General Assembly for Russia to cease its aggression and evacuate Hungary, the Soviet usurpers continue to occupy it and continue to deny it freedom. And they continue to carry out daily atrocities on its citizens.

The special session of the General Assembly has now been called to act on this report.

Already there are fainthearted men who are urging that nothing should be attempted because nothing can be accomplished. Such is Pandit Nehru of India who says he opposes any "condemnation" that "might increase tension" and

"doubts that it could help Hungary." This is the same Nehru who last November had the courage to denounce the aggression. If Pandit Nehru is now willing to condone and conceal and forget a crime which has outraged the whole world, that is a problem for his own conscience. But the task of honorable men generally is very clear.

The very least that the General Assembly can do—and what the Communist delegates and apologists are doing their utmost to frustrate—is to adopt the Special Committee's report and thus add the Assembly's own indictment to the moral opprobrium under which the aggressors already writhe. Any delegations which cannot go that far will have an opportunity to establish themselves as great friends of the Soviet Union and, by showing a willingness to let it wriggle loose from the world's condemnation, establish themselves also as the moral allies of aggressors.

At this writing no one can predict what other action, if any, the Assembly may take on Hungary. But there are many things which it could do. Here are some we recommend:

- ▶ Request all member nations to take economic sanctions against the Soviet Union so long as the aggression continues. (The question of the effectiveness of such sanctions is less important than their moral value.)
- ▶ Forbid the Kadar puppet government's delegation to the U.N. to be seated as genuine representatives of Hungary.
- ▶ Instruct Secretary General Dag Hammarskjöld to appoint an observing committee composed of diplomats already on the scene in Hungary and charge them to report each week to the General Assembly on whether the violation continues and what new persecutions of Hungarians are taking place. The secretary general himself, who has now been told he may visit Budapest, should go there and present the U.N.'s indictment in person.

The prestige of the United Nations is already damaged. Churchill, for one, has attacked it. But the U.N. could rehabilitate itself in the eyes of the world if it adopted the Special Committee's report. If it does not it will no longer deserve respect. For it will have failed.

If it does fail, the Soviet Union's jet-age despots can then fly arrogantly back to the land of the modern Stone Age knowing that the conscience of the world has gone to sleep. And the heroes of Hungary can molder in forgotten and desecrated graves.

A FLAG IS BORN

On August 31, while Hungarians who had dared to dream of freedom were still being hanged in Budapest, a new red, white and blue flag bearing the crescent of Islam was being raised on the other side of the world at Kuala Lumpur. Britain had granted sovereignty to another of her colonies, this time the Federation of Malaya.

Independence came quietly to Malaya. All was very proper, very orderly, very British. Queen Elizabeth's representative, her uncle the Duke of Gloucester, remarked his "very great pleasure" at handing over the "constitutional instruments" of government to the Malayan people. The new prime minister, Tengku Abdul Rahman, responded graciously: "Malaya is blessed with a good administration forged and tempered to perfection by successive British administrators."

The people of Malaya did not have to fight for their freedom the way Hungarian children fought Russian tanks with bare hands. The Malayan people achieved their freedom because the British had found them ready for it, and because the Western credo holds the quest for liberty to be a fundamental

aspiration of man and its pursuit his inalienable right; because Britain's forward-looking policy of "creative abdication" aims to prepare dependent peoples for responsible self-rule and to lead them toward it. "Where in other countries the road to independence and self-government was paved with land mines and flanked by mortars," wrote one observer, "in Malaya the end of the road was achieved with little pain and with even less struggle. So painless was it that hardly anybody felt anything at all."

India and Pakistan, Ceylon, Burma, the Sudan, Ghana and now Malaya. . . . In a measured march toward independence, Britain's former colonies are becoming nations. But while all this was happening under the British crown, another march was darkening history wherever the Kremlin could reach: Estonia, Latvia and Lithuania; Albania, Bulgaria, Rumania, Poland, Hungary, Czechoslovakia—one by one the lights of freedom were snuffed out. While Britain agreed to independence for 513,000,000 people, Russia clanged the prison doors of Communist imperialism on 100,000,000.



A LOOK AT THE WORLD'S WEEK



THE TODDS' NEW TOT

Leaving New York's Harkness Pavilion, escorted by husband Mike Todd, actress Elizabeth Taylor proudly showed off their first child, Liza, who was born prematurely a month ago.

FATAL EXCURSION FOR 178

On the island of Jamaica an excursion train with 1,500 people sped down a sharply curved grade. Suddenly the engines and two front cars tore loose. Nine cars behind left the rails. As hundreds of sightseers swarmed around, rescuers pulled 178 dead from the splintered wreck—the eighth worst railroad disaster in history.





200,000, COUNT 'EM; 75,000, COUNT 'EM; 60,000 (WE COUNTED 'EM)

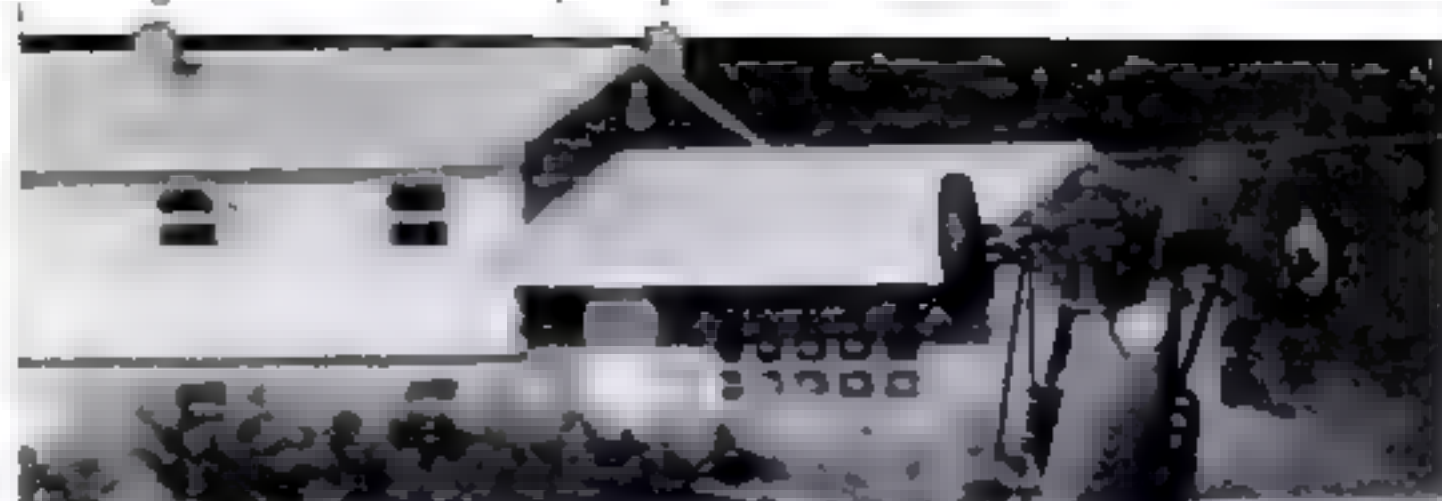
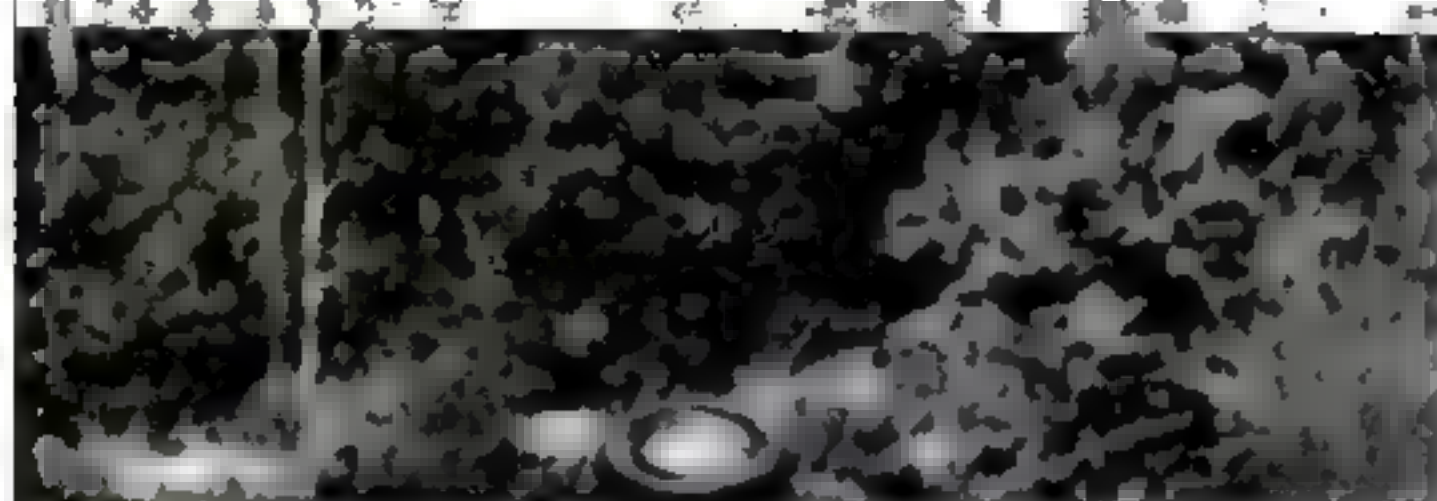
Winding up his New York crusade, Evangelist Billy Graham looked down a jumpacked Broadway from the platform (left) just below Times Square and said, "It has never been my privilege to speak to 200,000 before." The police put the number at 75,000. This brought angry reply from the Graham organization which said it had carefully measured the area and was

positive it could hold at least 120,000. To resolve the rhuahrb, LIFE reporters studied the picture above and made an actual head count of the people standing between 41st Street (center) and 40th Street (right). They got a total of 5,354. Using this as a basis, they calculated the number that had gathered on all streets and concluded that, at most, the crowd was 60,000.



DOFF TO A LONG DRIVE

Although trouble in the South and Middle East cut short his Newport, R.I. vacation (p. 27), President Eisenhower enjoyed one jubilant moment. On the Newport Country Club course, he delightedly doffed his cap to a 250-yard drive he had just belted. Then sand traps took their toll. Asked his final score, he replied, "Let's not talk about that in public."



DESPITE FLIPS, A LIVE DRIVER

At Langhorne Speedway outside Philadelphia last week, Driver Charles Musselman was completing the 80th lap of a 100-lap race when suddenly he found himself in a 100-mph jam. These pictures, made with a robot camera in three seconds by U.S. Auto Club Photographer Walter Chernokal, show what happened.

After grazing two other racers, Musselman

rolled over (1) as the cars he had hit sped safely past. A safety harness kept him strapped to his car (2) as it flipped over in mid-air. Then, as his harness broke, Musselman was thrown clear (3), soaring off in one direction as his car went in the other (4). Musselman landed near the rail (5), then the car made the last of four flips (6). Musselman suffered only bruises.



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LIGHTER PANCAKES...

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...with country-fresh Buttermilk
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Make little thin ones, or tender man-sized specials from the golden-creamy batter that does you proud! Lighter Pillsbury Pancakes—with real country-fresh buttermilk. Wonderful for waffles too. And, for a change-of-taste, enjoy Pillsbury Buckwheats.



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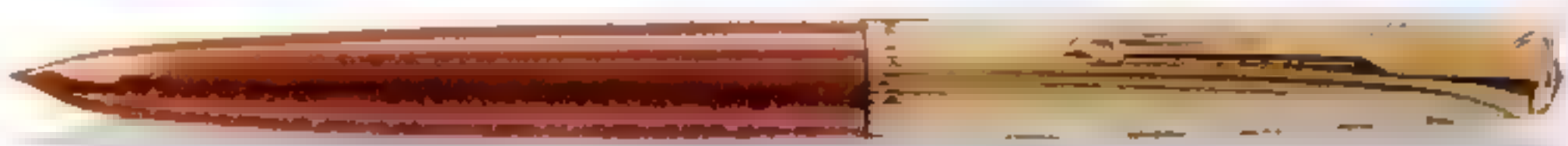
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New kind of pen even fills itself by itself—this new way

The man is watching something revolutionary happen — his unique new Parker 61 literally drinking up ink all by itself by capillary "suction." He has simply removed the barrel cover and set the pen in the ink upside down.

In just 10 seconds the pen is full. Now he'll lift the Parker 61 from the ink. No wiping needed because ink can't cling to this special barrel surface. This totally new filling method is just

one among many wonders of the Parker 61. It's virtually shockproof. Has no moving parts to get out of order. Writes cleanly, clearly, smoothly even when held point up, or when high in an airliner. You'll like the classic beauty of the Parker 61, the distinctive colors, the gleaming caps of precious metals. The Parker 61 Capillary Pen is \$20.00 or more. Visit your Parker Franchised Dealer.



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IN VILLAGE OF SEEHEIM, ADENAUER TOSSES CANDY TO YOUNGSTERS FROM WINDOW OF CAMPAIGN TRAIN. GERMANY'S FIRST AND MODELED ON U.S. PATTERN.

THE THIRD-TERM PITCH IN WEST GERMANY

Adenauer at 81 campaigns to stay chancellor four more years as opponents scramble to find an issue

For the third time 81-year-old Konrad Adenauer, who was first elected chancellor in 1949, was on the hustings of West Germany, exhorting 35 million voters to let him and his Christian Democrats run the country for another four years. As the Sept. 15 elections came closer, *der Adler* crossed his prospering nation in a special train, zestfully setting a pace which wore out younger aides. He reminded audiences that they had never had it so good, boosted NATO, praised the U.S. and dismissed his opponents' comments on his age ("I'll take on any one of them").

It was difficult for opposing parties to find a live issue. Adenauer's principal challenger, the rotund Socialist Erich Ollenhauer, resorted heavily to gimmicks to dramatize his campaign. He also visited the East zone border (*below*) to underscore the theme of reunification—although Khrushchev had quashed hopes for that only last month when he visited East Germany. Political polls put Adenauer well ahead, and it appeared that only last-minute boredom with the idea of 12 straight years of Adenauer could rob him of the chance to stay chancellor until he is 85.

AT IRON CURTAIN BARRIER OLLENHAUER (SECOND FROM RIGHT) TALKS TO CROWD AS GUARDS KEEP PEOPLE FROM STRAYING INTO EAST ZONE 100 FEET AWAY.



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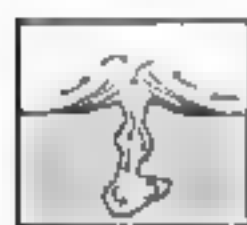


Doctors' Scientific Formula 'STARVES' PIMPLES

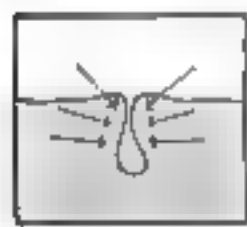
SKIN-COLORED... hides pimples while it works

CLEARASIL is the new-type medication especially for pimples. Clinical tests prove it *really works*. And now you can get CLEARASIL as a smooth, soothing Lotion in handy squeeze-bottle! In Tube or Lotion, CLEARASIL gives you the medications prescribed by leading skin specialists... works in a way no so-called "medicated" cosmetic or skin-cream can!

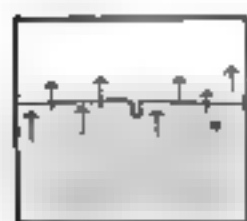
How Clearasil Works Fast:



1. *Penetrates* pimples... 'keratolytic' action softens, dissolves affected skin tissue so medications can penetrate... encourages quick growth of healthy, smooth skin!



2. *Stops bacteria*... antiseptic action stops growth of the bacteria that can cause and spread pimples... helps prevent further pimple outbreaks!



3. *'Starves' pimples*... oil absorbing action 'starves' pimples... dries up and helps remove excess oil that 'feeds' pimples... works fast to clear up pimples!

Ends Embarrassment. The skin color of CLEARASIL blends with any complexion. Hides pimples and blackheads amazingly while it works. CLEARASIL is

greaseless, stainless, pleasant to leave on day and night for uninterrupted medication.

Also, the penetrating medical action you get with CLEARASIL softens and loosens blackheads so they 'float' out with normal washing. And CLEARASIL works at the source of the blackhead problem by drying up excess oil which may clog pores.

Proved by Skin Specialists . . . Guaranteed! In clinical tests on over 300 patients, 9 out of every 10 cases of pimples were completely cleared up or definitely improved while using CLEARASIL (either Lotion or Tube). It's *guaranteed* to work for you or money back! Economical, long-lasting Lotion squeeze-bottle, only \$1.25 (no fed. tax) or Tube, 69¢ and 98¢. Get CLEARASIL at all drug counters.

Largest-Selling
Pimple
Medication
in America
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West Germany CONTINUED



WITH REFUGEES, members of Protestant order of nurses who came from East Germany, Catholic Adenauer talks reunification on walk near Hamburg.



CHORTLING SOCIALIST, Ollenhauer stars in Hamburg "political cabaret" as he is given kettle. Socialists put on 70 such cabarets to drum up crowds.

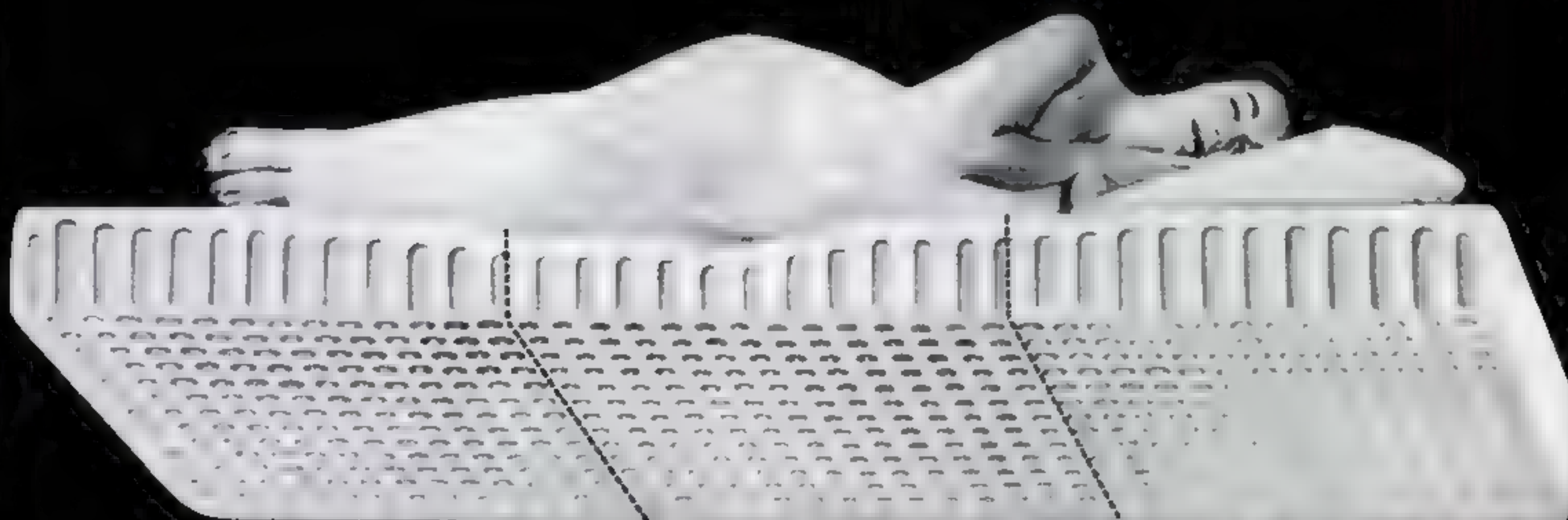


IN RENTED BUS Ollenhauer holds press conference at Frankfurt after pro-Adenauer owners of cafe, where meeting was scheduled, refused use of place.

*You'll be astounded
by this mattress
the first two nights...
and then...*



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Form-Fitted Mattress of **Firestone FOAMEX***



Larger air-spaces float your lighter-weight foot section in gentle comfort.

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...Because Foamex floats your body (instead of sinking under you)—compels you to relax—and SLEEP!

It's the most unexpected sleep sensation in the world—so unlike anything you've ever experienced before, you'll simply be astounded the first two nights. Because, for the first time in your life, you can actually give in—relax every tired nerve, every tense muscle and let this remarkable mattress take over!

Never again do you have to dig down and carve out a comfortable spot for yourself. Form-Fitted Foamex meets your curves all the way. The soft surface follows every contour and hollow of your

body while firm foam supports every part of you equally. And once you've learned the secret of this blissful, total abandonment to sleep—you'll never want any other mattress again.

Form-Fitted construction—found *only* in mattresses of Firestone Foamex—distributes curve-conforming Foamex in direct proportion to your body weight. Lighter head and limbs rest on just enough Foamex to give gentle, secure support. Heavier mid section has more Foamex for firm, buoyant support. The result is head to foot

balanced comfort that floats you off to sleep.

Foamex "breathes" cool, fresh air as you do. And exquisitely clean, lightweight Foamex is a joy to care for. Never requires turning. Stays smooth, firm, shapely with no buttons, tufts, or rolls to spoil the look of the made up bed.

Your favorite department or furniture store has a wide selection of Form-Fitted Mattresses of Firestone Foamex starting as low as \$59.75. Stop in today and take a **FREE Rest Test**

ENJOY THE VOICE OF FIRESTONE™ ON RADIO & TV MONDAY EVENINGS OVER ABC. JOIN THE FUN WITH JOHNNY CARSON ON "DO YOU TRUSS YOUR WIFE" EVERY FRIDAY 8-9 P.M.

HOW TO PITCH TO MANTLE AND WILLIAMS

**A hard job is made even harder
by stars' race for batting title**

Last week a classic duel between two great hitters for the batting championship of the American League had all but diverted attention from the more serious business of who would win the pennant. Every time 25-year-old Mickey Mantle of the New York Yankees and 39-year-old Ted Williams of the Boston Red Sox came to bat the fans in the stands sat forward with anticipation—and the pitchers on the mound faced them with apprehension. Pitching to Mickey or Ted, always a tough job, was even tougher with both batters giving it a little something extra. "I want the batting title so bad I can taste it," said Williams.

There just wasn't any safe way to pitch to either of them. Both batters have pitches they like to hit at (p. 56), but they can usually hit anything that comes over the plate. Mostly pitchers throw their best stuff and hope the ball will be hit at someone. Even baseball's most successful pitcher, Billy Pierce of the White Sox, throws to Mantle and Williams hoping for "minimum damage," that is, holding them to singles. The only recourse is to move the ball around, mixing sliders, fast balls, slow breaking stuff—and prayers.

Last week, with Williams holding a slim edge over Mantle, Detroit's talented young Jim Bunning (left) had a one-hitter going when Williams came up to bat for the last time. "I pitched him tight," Bunning explained later. "I pitched him outside. I pitched him low. I gave him a fast ball, and then a curve. And finally I gave him a slider." Williams tagged it for a home run that won the game, 1-0. "And I thought it was a helluva pitch," said Bunning.

WHAT THE TOP PITCHERS SAY

BOB LEMON, CLEVELAND: "A sinker is my best pitch and it's the ball Williams is the least likely to hit. Mantle is a low-ball hitter left-handed, so it's no good heaving sinkers to him. All I can do is hope the ball will stay in the park—and try not to get hit myself."

DICK DONOVAN, CHICAGO: "If I feel real strong, I'll challenge either Williams or Mantle with the best I've got that particular day. But if I don't feel hot, I'll make a greater effort to outguess the two, particularly Williams. Mantle doesn't do much guessing."

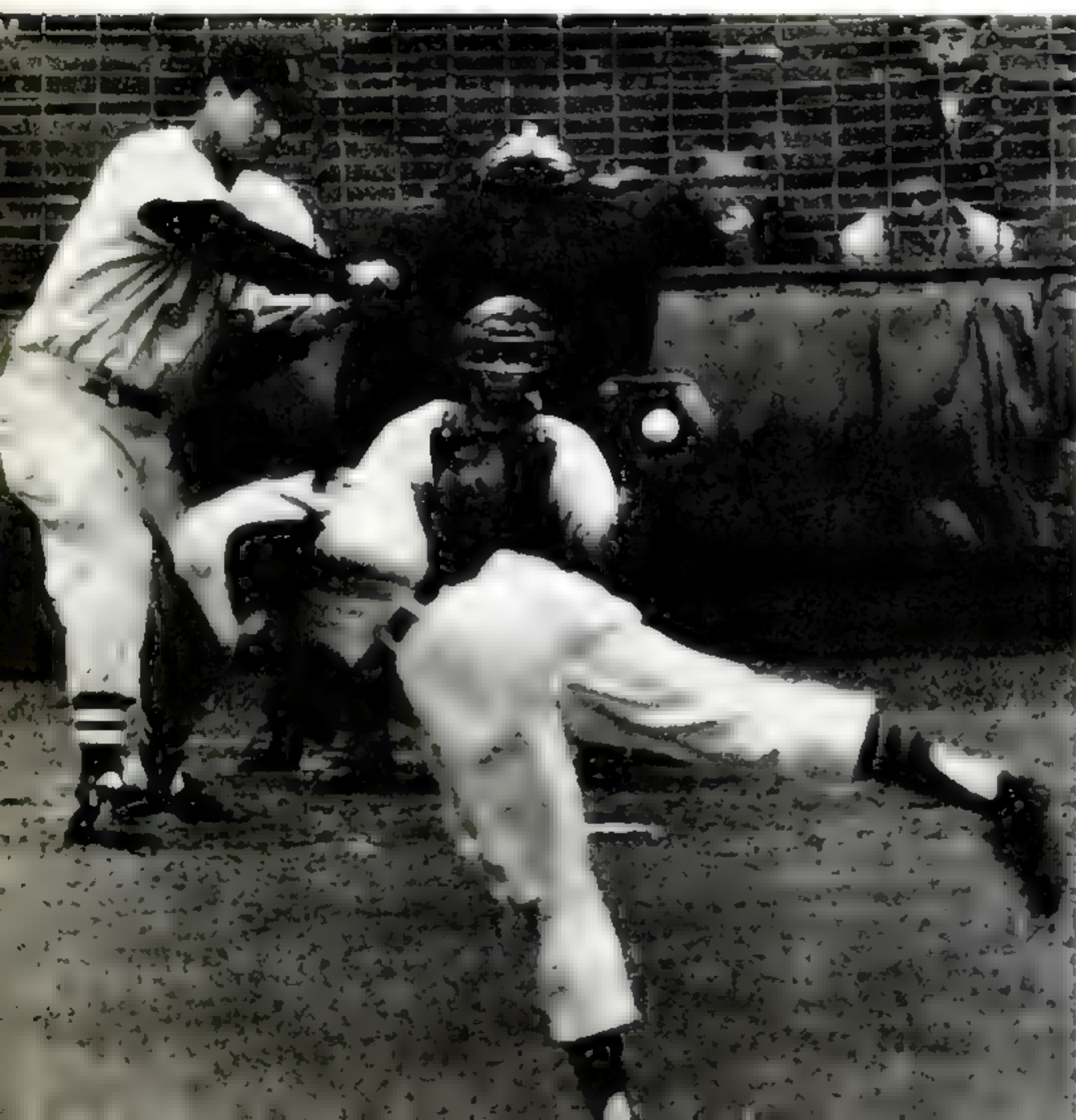
JIM BUNNING, DETROIT: "When you get ahead of Mantle he'll chase a bad ball, a curve in the dirt, a fast ball up high. That's what you do if you get ahead of Mantle—but it's hard to get ahead. I don't think they have figured a way to fool Mr. Williams."

CONTINUED



MICKEY MANTLE waits menacingly as Detroit's Frank Lary gets sign. Mantle knocked a home run

TED WILLIAMS checks swing on strike by Detroit's Jim Bunning. He hit next pitch for home



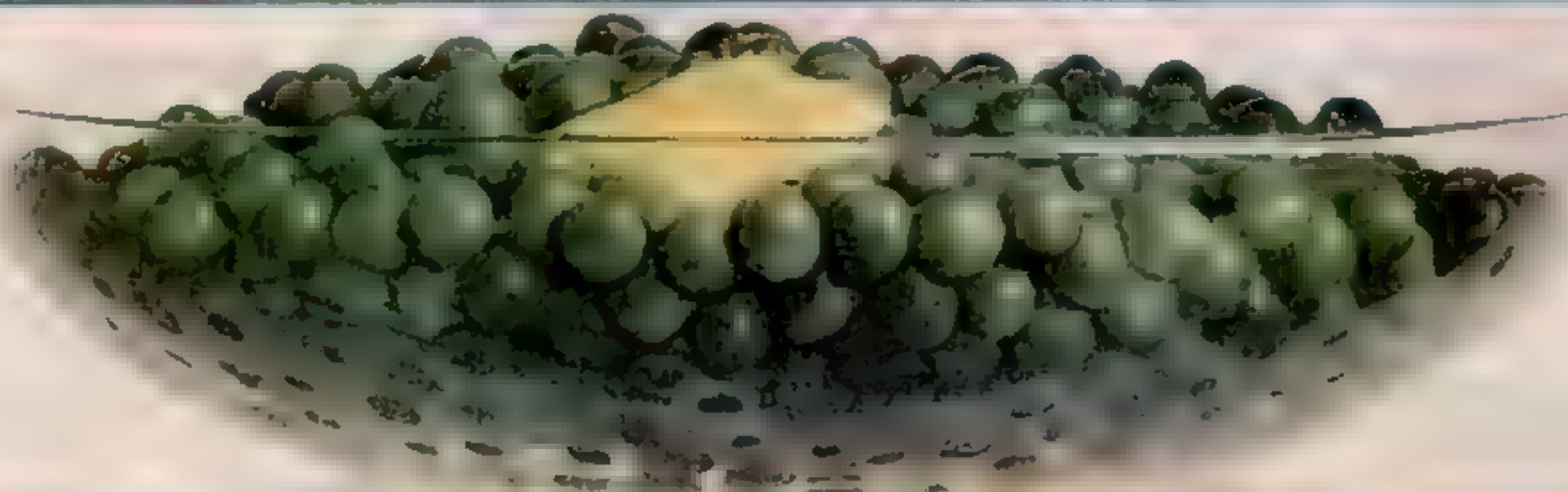


Blue Bell, Inc., Empire State Bldg., New York

THEY'VE LOST THEIR HEADS over Blue Bell jackets! Easy enough to see why. The price alone is a pleasant surprise. So are the top-notch tailoring, comfortable fit (elastic waist inserts), and Zelan® water-repellent finish. Washing and a touch of the iron actually renew the water repellency. Cotton poplin, lined or not. Sizes for men, boys, and little boys, \$2.98 to \$5.98.

Look for this Blue Bell emblem—it's your unconditional guarantee of clothing satisfaction for all the family.





Some freeze food . . .

BIRDS EYE FREEZES FLAVOR

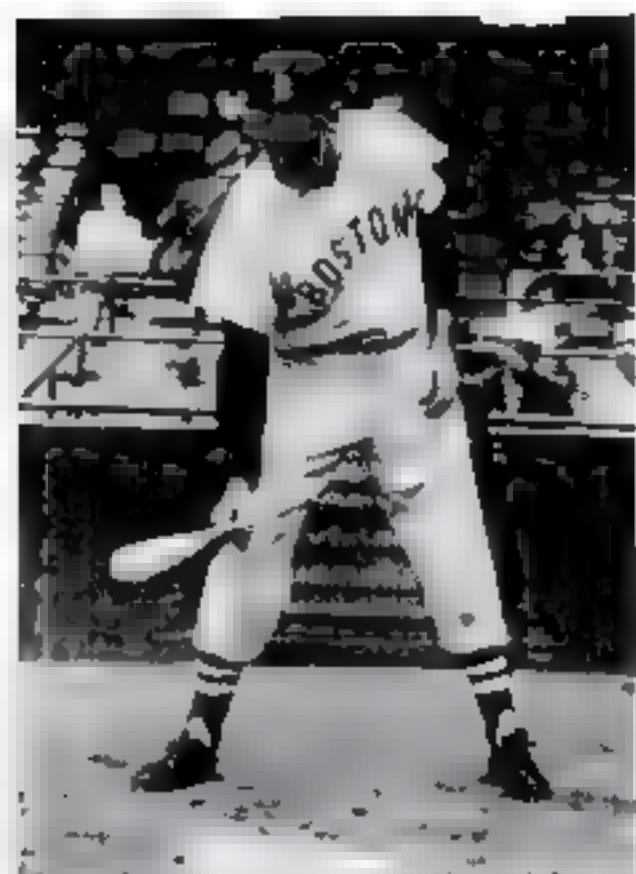
That's why more people buy Birds Eye than any other frozen food

Favorites from General Foods . . . pioneer of frozen foods

Watch your grocer's ads for Birds Eye's
better buys—today



RULES THE MASTER SWINGS BY



PICKING PITCH: Showing end of strike zone, Williams says, "Pick a good ball. If pitch is over but it is tough or fools you, don't swing."



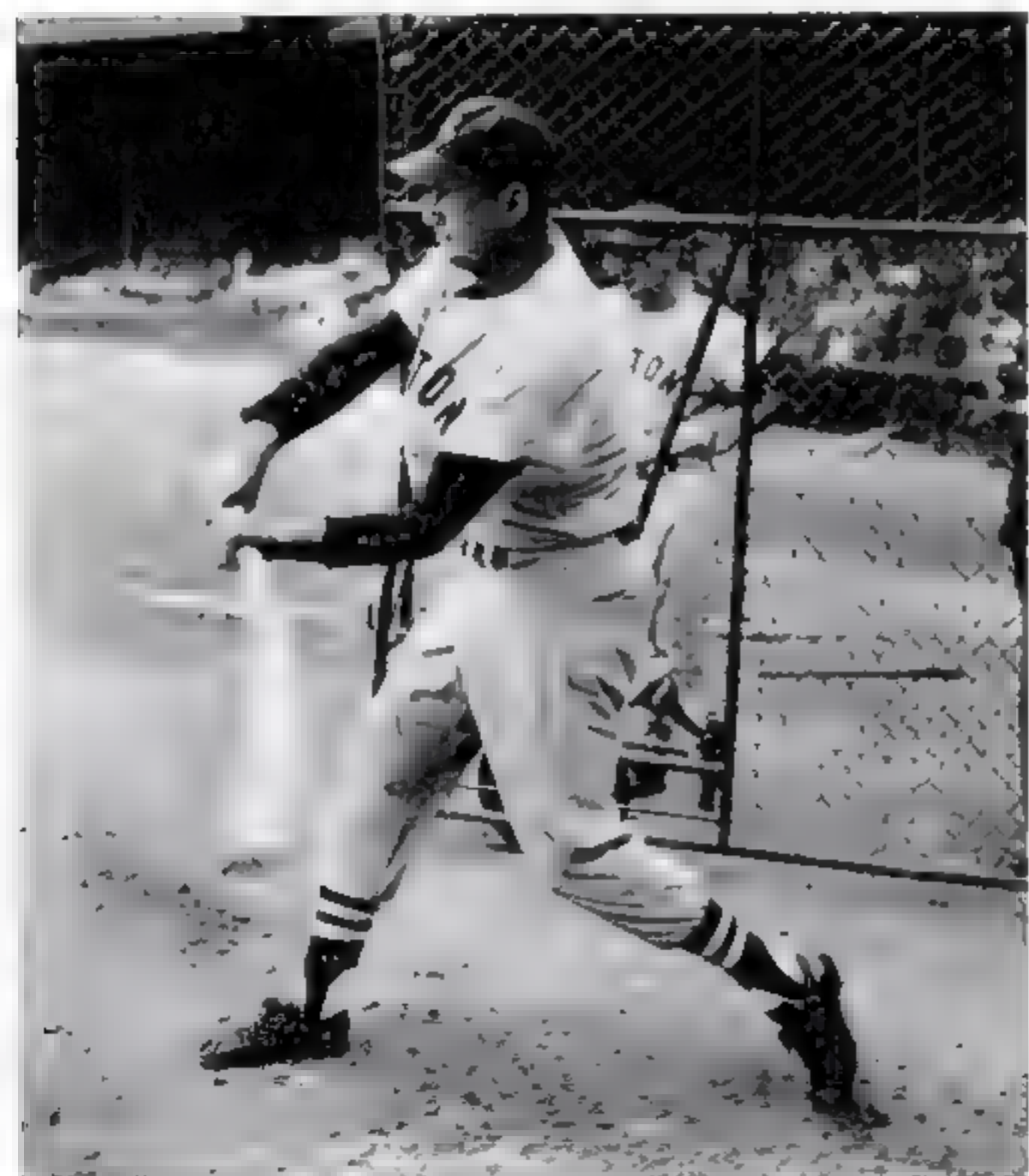
PROPER BALANCE: In a slight crouch, Ted moves weight forward to balls of feet. "If you rest weight on heels, you're wasting your time."



BAT CONTROL: "If count goes to two strikes, concede something to the pitcher. Control the bat, choke up and sacrifice power for control."



COVERAGE OF PLATE: Williams takes stance that enables him to hit any ball pitched in strike zone. He stands closer to plate than Mantle.



WRIST ACTION: Williams whips bat through ball with superbly developed wrists. He continually exercises wrists and hands to maintain speed, strength.

CONTINUED



This hair cream for men not only keeps hair neat 'n' natural

New! VALCREAM grooms without showing

Changes form on application...greaseless...enriches hair's natural oils. This new Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!

Now you see it!
Massage Valcream on hair and scalp...

Now you don't!
Valcream grooms without showing!

For
"NO-SHOW"
grooming...



Another fine product of Chembrough-Pond's Inc.

39¢ AND 59¢ PLUS TAX

THE OLD SCHOLAR AND THE EAGER SLUGGER

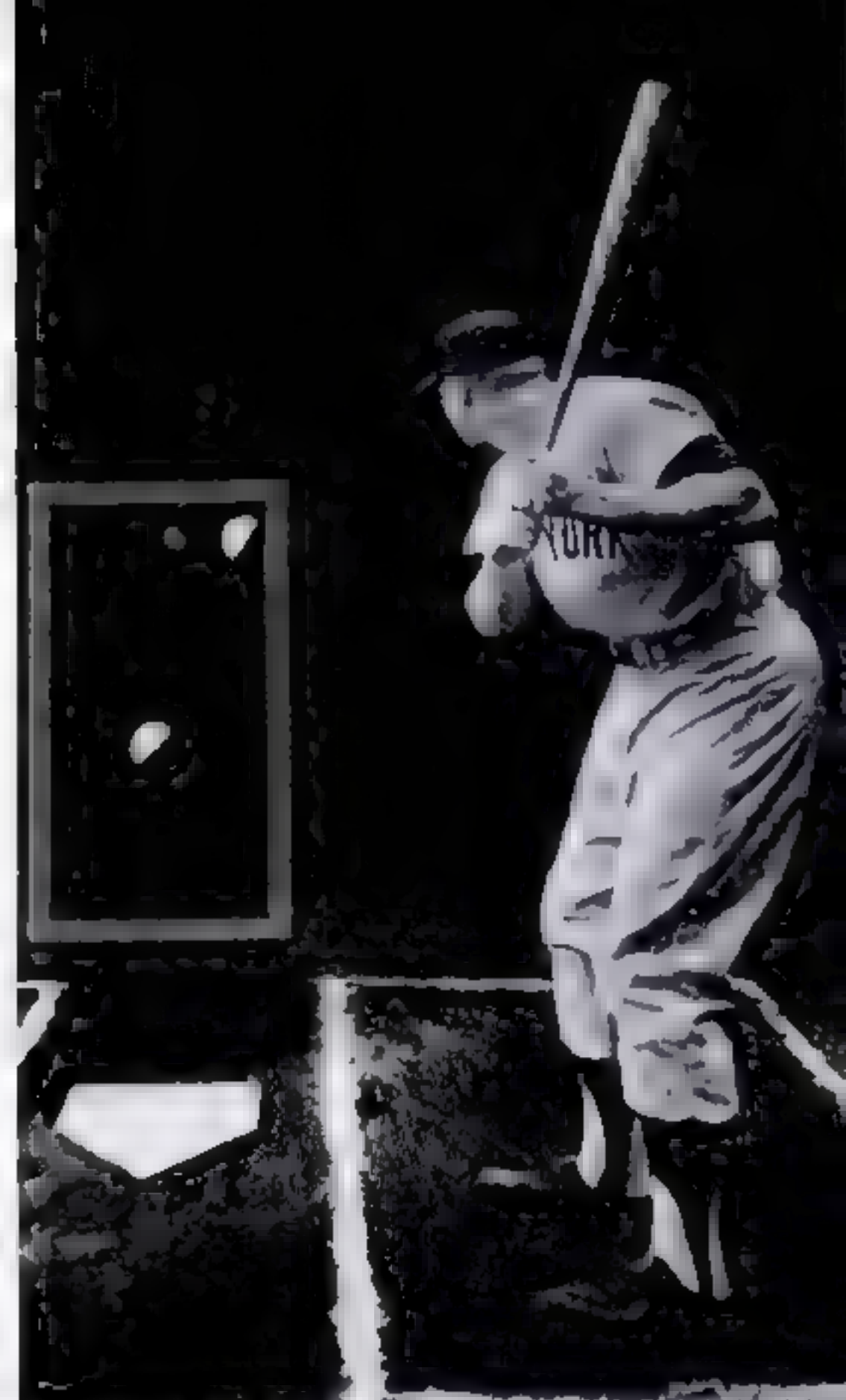
What opposing pitchers try—and try not—to give Mantle and Williams is shown in the multiple-exposure pictures at right. The balls, thrown by a batting-practice machine, are all placed in the strike zone, although amateur umpires might disagree because of the angle at which the pictures were taken. The two batters, who differ in the kind of pitches they like to hit, also differ greatly in batting style and manner. Williams is a reflective, keen-observing

student; Mantle depends mostly on his remarkable physical resources. At bat he takes a huge stride, swinging freely to overpower the ball. Williams, as he waits his turn, carefully studies the pitcher, mentally measuring his swing with pitches. He rivets his attention on the pitcher's hands and analyzes every motion. Then he takes a short stride and a controlled swing at the pitch he wants to hit, putting into practice his own hitting tenets (p. 55).



WATCHING WARM-UP, Williams stands near the plate and closely follows ball as Billy Pierce of White

Sox pitches to Sherm Lollar. He judges effectiveness of the pitcher's delivery before he goes to bat.



THROWING TO MANTLE when he bats lefty, pitchers try to give him high, inside fast ball shown in the strike zone of photographic diagram. The other ball, coming in just below the belt, is to his strength. But when he bats right-handed, the opposite holds. He cuts up high balls, dishes low ones.



THROWING TO WILLIAMS, pitchers try to keep the ball low in strike zone measured above, about at knees (lower left). He gets fat on high ones, and will take strikes low to wait for something higher



Car owner in accident 1,000 miles from home but... a Hartford man was there to help!

(Based on Company Files #130AM10936, HB579559, WD49KAL12450)

A Hartford policyholder from West Virginia and his wife were driving along a Maine highway. A car from the opposite direction, cutting in and out of traffic, bore down on them at high speed. The West Virginian jammed on his brakes and pulled to the right . . . but not in time to prevent a crash. He and his wife, both seriously injured, were rushed to the hospital.

As soon as they were able to see him, the Hartford Claim Service Representative was at the hospital.

He investigated the accident and located witnesses whose evidence proved that the other driver was at fault.

This and the other actual cases on this page illustrate the invaluable services which Hartford Automobile Insurance provides when policyholders need emergency help. For this kind of protection, insure your car with your local Hartford agency. Or, ask your insurance broker for Hartford coverage.



Carolina lady in distress . . . helped by Indiana Hartford Agent. A South Carolina woman enroute to Denver had an auto accident in a small Indiana town. The local Hartford Agent arranged hotel accommodations for her, helped prepare reports for the police, and assisted her to contact the other driver's insurance company which paid her loss. The Hartford policyholder then resumed her trip with little delay.



Iowan's car wrecked in S. Dakota. Hartford Agent comes to the rescue! A collision practically demolished policyholder's car. The local Hartford Agent arranged for an investigation, which established the responsibility of the other driver . . . who paid for the damage to the policyholder's car. The agent also helped the Iowan obtain another car to permit him to finish his trip, with only a half a day's time lost!



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year out you'll
do well with the

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Today's American Woman

NEVER BEFORE has the American woman played so many different and vital and fashionable roles in her home, her community, her nation.

AND NEVER BEFORE has her favorite shoemaker presented her with such a large and lovely choice of footwear fashions . . . for every hour of her busy day.

*More smart women wear Red Cross Shoes than
any other brand of fine footwear in the world*

STYLES FROM 9⁹⁵ TO 13⁹⁵



Question:

*Why does
Robin Roberts crave
Orange Juice after
a hard game?*

Answer:

**His Body Wisdom tells him
he needs extra Vitamin C
and quick energy!**



Robin Roberts, star pitcher of the Phillies

**Here's why all active people need a second glass
of orange juice every day!**

You don't have to be a professional athlete like Robin Roberts to use up Vitamin C and energy faster. All busy, active people do—whether at housework, at the office, or on a week-end holiday. For people like you, orange juice with breakfast is just not enough. You need a second glass later

in the day for a refreshing pickup and to replace Vitamin C—the one vitamin your body can't store.

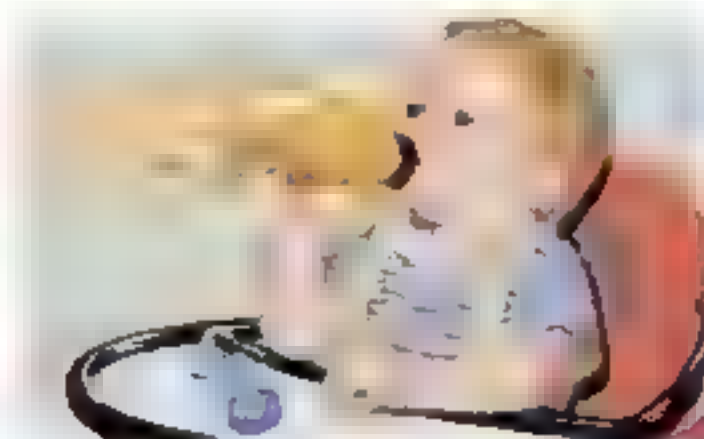
That's what Fresh-Frozen Orange Juice from Florida gives you. So delicious, so convenient, so low in cost. At breakfast, make enough for those "second glasses" later on.



STUDENTS burn up energy; exhaust Vitamin C. That second glass replenishes both.



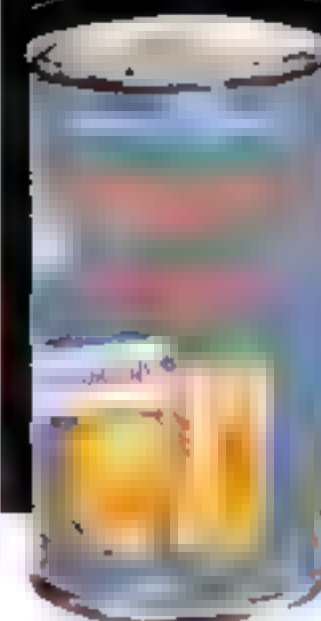
HOUSEWIVES, so busy running a home, need a second glass of orange juice.



INFANTS require a large daily supply of Vitamin C. Doctors advise extra orange juice.

*This little can
makes 4 big glasses!*

**Less than
5¢ a glass!**



FRESH-FROZEN ORANGE JUICE Packed with Florida Sunshine!



'I caught her eye, and she came over and sat down...'

HEMINGWAY'S LOST SOULS

Sitting at a Paris cafe, the U.S. newspaperman, Jake Barnes, beckons to a little French trollop. After a few drinks (*above, center*) they drive off in a cab (*below*) and Jake introduces her to some of his friends at a bar. There he deserts her when he runs into Brett—Lady Ashley—the one woman he really cares about.

This incident from an early chapter in Ernest Hemingway's first major novel (1926), *The Sun Also Rises*, unfolds early in the film version of the story, produced by Darryl Zanuck for 20th Century-Fox. In telling the famous story of the "lost generation" of American expatriates who hung around Paris after World War I, Director

Henry King and Screenwriter Peter Viertel, both friends of Hemingway, stick admirably close to the novel. Their film explains with candor and good taste the plight of Jake, played by Tyrone Power, who was made impotent by a war injury. Its backgrounds of Paris and Spain are superbly photographed.

But, though it is faithful to Hemingway, the film fails to catch the excitement and haunted gaiety of the book. Most Hemingway fans will enjoy seeing *The Sun Also Rises* as a reminder of his gallery of characters. They are shown here with passages taken from the novel whose terse, hard prose affected the literature of a whole generation.

WELL, what will you drink? I asked "Pernod." "That's not good for little girls." "Little girl yourself. Dites garçon, un pernod." "A pernod for me, too." "What's the matter?" she asked. "Going on a party?" "Sure. Aren't you?" "I don't know. You never know in this town." "Don't you like Paris?" "No." "Why don't you go somewhere else?" "Isn't anywhere else." "You're happy, all right." "Happy, hell!" ... "Well," I said, "are you going to buy me a dinner?" ... I hailed a horse-cab and the driver pulled up at the curb. Settled back in the slow, smoothly rolling fiacre we moved ... through a dark gate into the Tuilleries. She cuddled against me and I put my arm around her. She looked up to be kissed.



CONTINUED

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What? Gin'n Nothing?



Yes, when it's **FLEISCHMANN'S GIN**,
it's so smooth you'll like it straight!



And gin that smooth makes
a perfect Martini every time!

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HEMINGWAY CONTINUED

GAY, DESPERATE BRETT



BRETT (AVA GARDNER) CHARLESTONS WITH A COUNT (GREGORY RATOFF)

BRETT was damned good-looking. She wore a slip-over jersey sweater . . . her hair was brushed back like a boy's . . . She was built with curves like the hull of a racing yacht, and you missed none of it with that wool jersey.



HOPELESS BRETT FINDS HER ONLY REAL HAPPINESS IN JAKE'S ARMS

MY ARM was around her and she was leaning back against me . . . quite calm . . . "It's funny," I said. "It's very funny. And it's a lot of fun, too, to be in love." "Do you think so?" Her eyes looked flat again. "I don't mean fun that way. In a way it's an enjoyable feeling." "No," she said. "I think it's hell on earth." "It's good to see each other." "No. I don't think it is." "Don't you want to?" "I have to."

CONTINUED

PROTEIN!



© 1957 by Kellogg Company

Mother's just made a discovery: Special K supplies unusual vitamin and mineral values as well as plenty of protein. Take a look next time you pick up a package.

Kellogg's discovers a great new high-protein food in a delicious new ready-to-eat cereal form

You can hardly pick up a magazine these days without finding something about protein. It's that important in everyone's diet, especially at breakfast.

And now with Kellogg's Special K you can start your day with an easy-to-eat high-protein food. You get a sizable chunk of high quality protein in just a single serving of Special K with milk. (More, actually, than with any other leading cereal—hot or cold. Twice as much as the average of all cereals combined.)

But there's more to it than that. Special K comes in a new form. It's more than a puff and more than a flake. And the flavor has even been winning over a good many folks who seldom ate cereal before.

You'll learn a lot more good things about Kellogg's Special K just by helping yourself to a big, healthy bowlful.

Kellogg's OF BATTLE CREEK



Growing boys need up to twice as much protein per lb. of bodyweight as fathers. Good way for them to get it at breakfast is Special K.



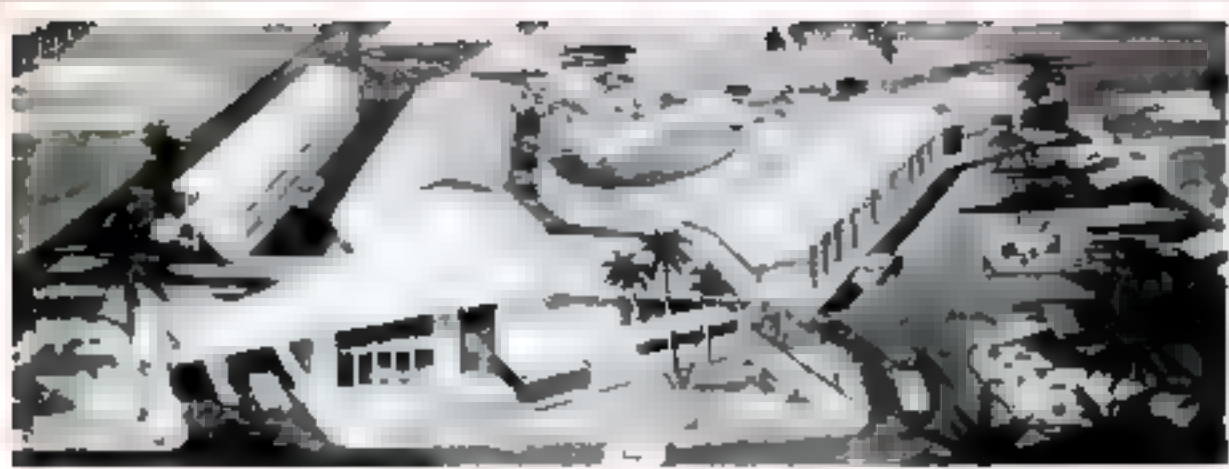
The "golden years" can be active, satisfying ones. The kind of protein in Special K helps keep you in the prime longer.



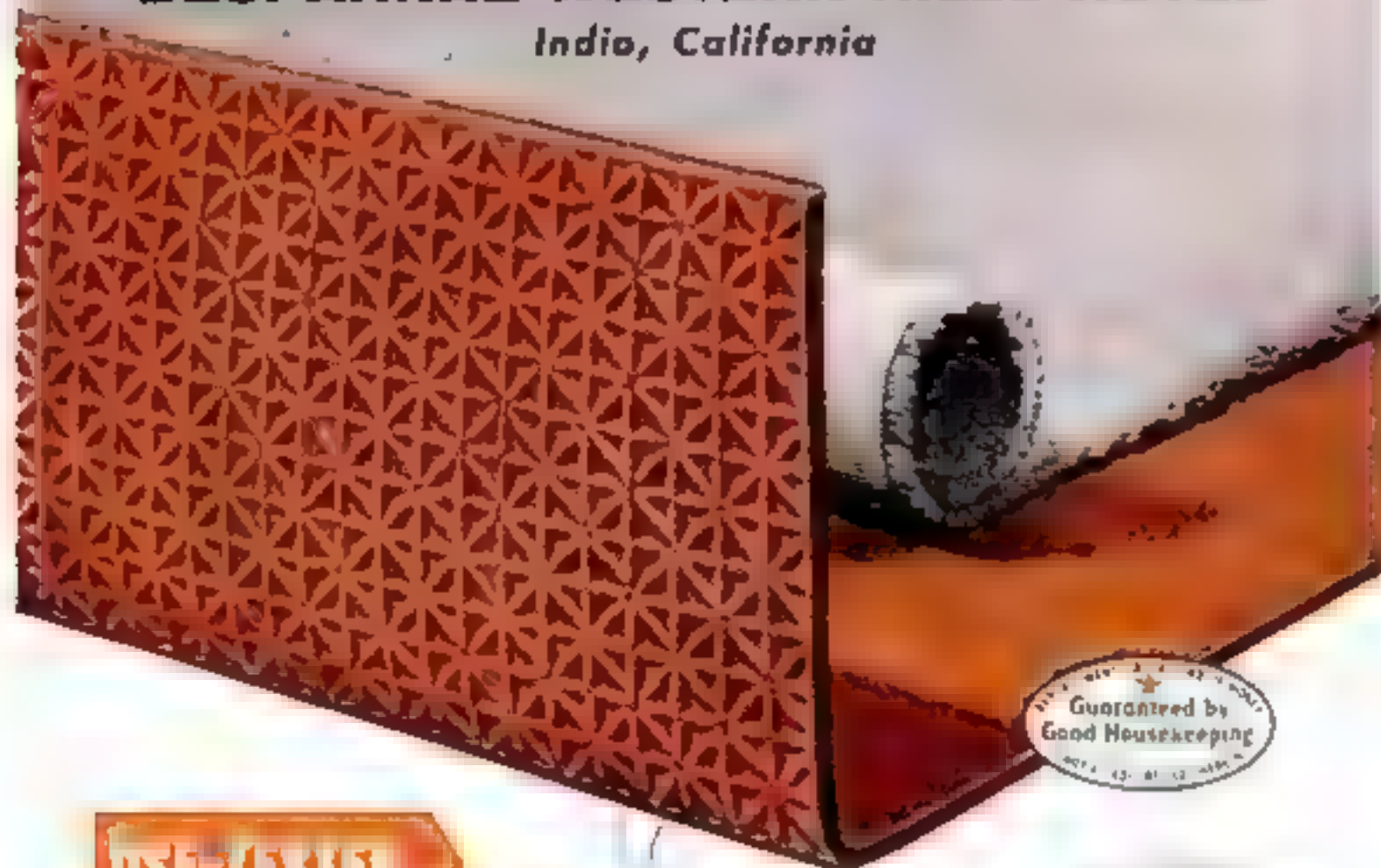
This is Kellogg's new Special K Handi-Pak. There are eight personal-portion "individuals" in one Handi-Pak. Mighty handy to have around.



New mothers require more protein than usual. Special K provides concentrated protein plus exceptional vitamin and mineral values.



For his magnificent NEW
DESI ARNAZ WESTERN HILLS HOTEL
 Indio, California



Desi Arnaz chooses

RUBBER-TOP

AMERICA'S FINEST RUG CUSHION

BY

Allen

for comfort and
 carpet protection

In the finest homes, and dream hotels like the fabulous new Desi Arnaz Western Hills Hotel, you'll find Rubber-Top. It cushions every step, makes any carpet feel more luxurious. And Rubber-Top by Allen actually doubles their life. First in the floor covering field to be endorsed by the laboratories and editors of McCall's. Get economical Rubber-Top with your new or freshly cleaned rugs or carpets . . . 44 oz. in Terra Cotta Red with patented rubberized waffled top, ribbed rubberized back, and shock-absorber center.

Also ask your dealer or carpet cleaner to show you Allen Rubber-Loc, America's Luxury Cushion . . . 52 oz. Chlorophyll Green.



Desi Arnaz
 and
 Lucille Ball
 stars of
 "I Love Lucy"

ALLEN INDUSTRIES, INC.
 Floor Covering Division
 Detroit 7, Michigan



Now available in 6 lovely decorator colors

**Vinyl-top
 COMFORT MATS**

The Modern Mat to Ease Foot Fatigue

HEMINGWAY CONTINUED

THE BELLIGERENT COHN



QUARRELING OVER BRETT, COHN (MEL FERRER) HITS HIS FRIEND JAKE



COHN PITCHES INTO BRETT'S FIANCE, MIKE CAMPBELL (ERROL FLYNN)



HE FINALLY CLIPS HER LAST SUITOR, A BULLFIGHTER (ROBERT EVANS)

ROBERT COHN was once middleweight boxing champion of Princeton. Do not think that I am very much impressed by that as a boxing title, but it meant a lot to Cohn. He cared nothing for boxing, in fact he disliked it, but he learned it painfully and thoroughly to counteract the feeling of inferiority and shyness he had felt on being treated as a Jew at Princeton. There was a certain inner comfort in knowing he could knock down anybody who was snooty to him. . . . He took it out in boxing.

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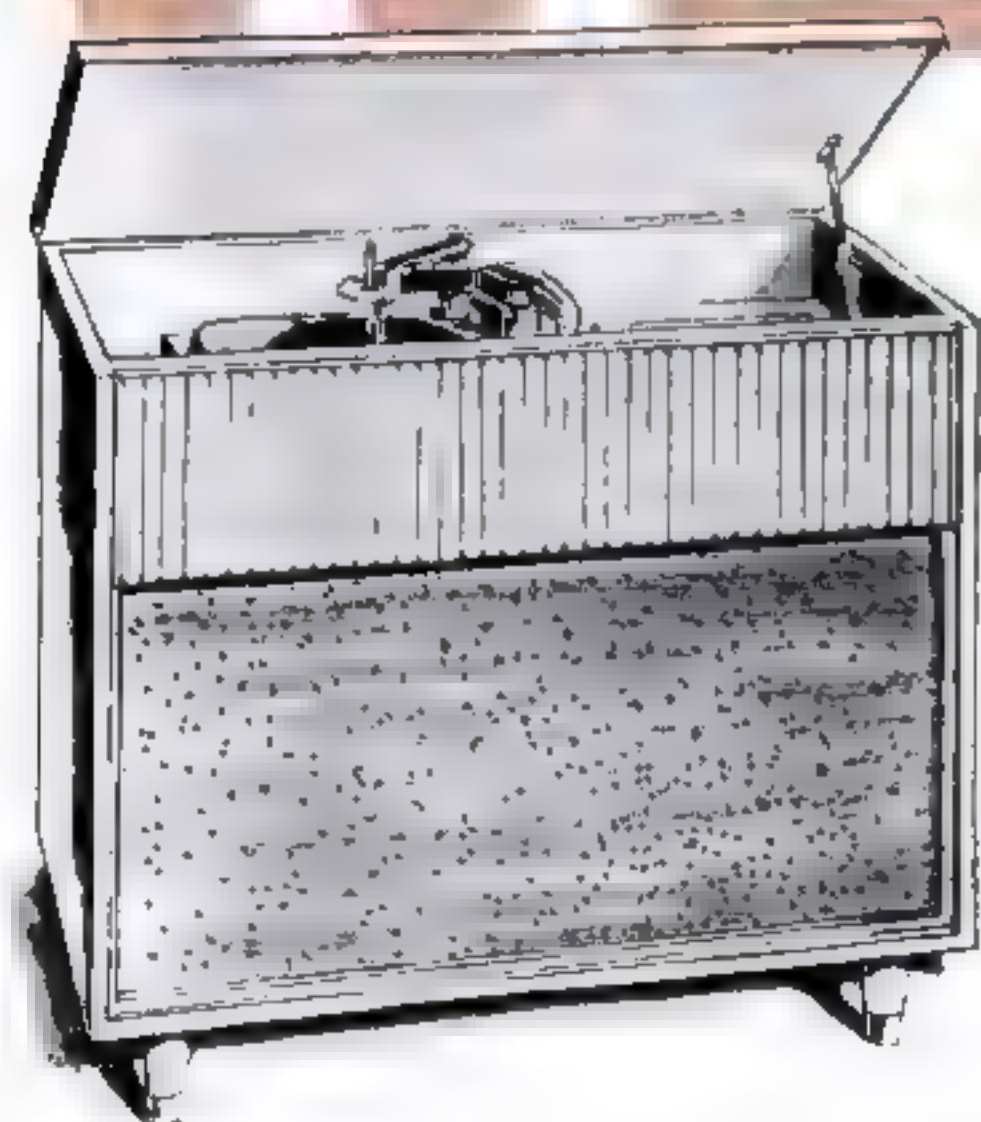


DOROTHY COLLINS
Television personality
and Coral Record Star

Your best-loved music sounds best on the 1958

WEBCOR

high fidelity fonographs and tape recorders



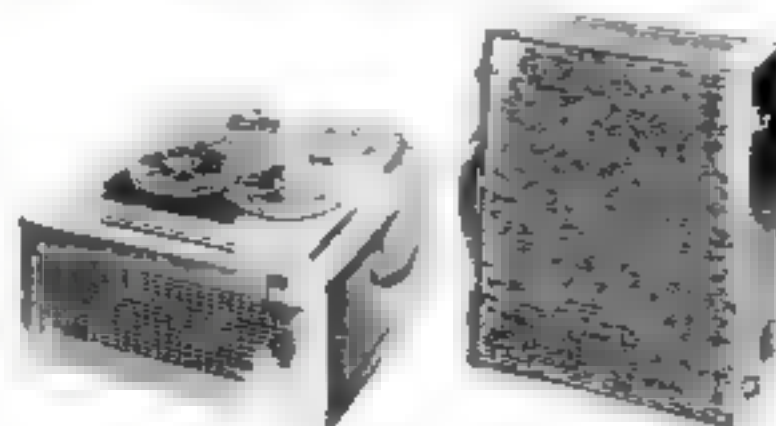
Ravinia Coronet Console. High fidelity with "Magic Mind." Receptacle for "Magic Touch" Remote Control. Three speakers—12" woofer, 6" mid-range, 4" tweeter, 18 watts power. Webcor-built AM-FM tuner. Mahogany \$339.95*. Lined oak and cherry slightly higher. Without radio \$239.95*.

Yes—there's an overwhelming experience waiting for you the first time you hear the music you love played on a fabulous new 1958 Webcor Stereophonic Tape Recorder or High Fidelity Fonograph!

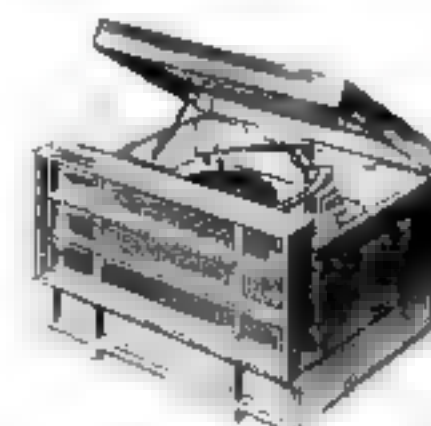
New Webcor Stereophonic Tape Recorders give you the ultimate in true, *full dimensional* music from the marvelous new binaural tapes. Webcor High Fidelity Fonographs give you unmatched re-

production of your favorite records—thrill you with tones and qualities you've always hoped to hear! All Webcor instruments are years ahead in smart styling.

Visit your Webcor dealer's soon. Listen and be convinced—your best-loved music sounds best on a Webcor!*



Royal Coronet Stereophonic Tape Recorder. True stereophonic music from binaural tapes! Records and plays back monaurally in both directions without reversing reels. For use with Three-Speaker External Sound System and "Aural Balance" Remote Control (optional, extra). Ebony or white \$289.95*.



Musicals Table Model. Has "Magic Mind" Diskchanger. Three big speakers—one 8"x9" woofer, two 4" tweeters. Powerful wide-range amplifier. Automatic shut-off. Four speeds. Mahogany \$149.95*. Lined Oak and cherry slightly higher. (Console base optional.)
All products UL approved *Prices slightly higher West and Southwest

ALL MUSIC SOUNDS BETTER ON A WEBCOR

Find out
what fun
 a train can be



**Go
 Santa Fe**

"The Chief Way"
 between Chicago and California or Texas

For reservations, consult any Santa Fe
 representative or travel agent.



HEMINGWAY CONTINUED



BILL GORTON (EDDIE ALBERT) SQUIRTS WINE INTO CAMPBELL'S MOUTH

HE was a young fellow and he held the wine-bottle at full arms' length and raised it high up, squeezing the leather bag with his hand so the stream of wine hissed into his mouth. He held the bag out there, the wine making a flat, hard trajectory into his mouth, and he kept on swallowing smoothly and regularly.



IN THE RING THE BULLFIGHTER, ROMERO, RAISES SWORD FOR THE KILL

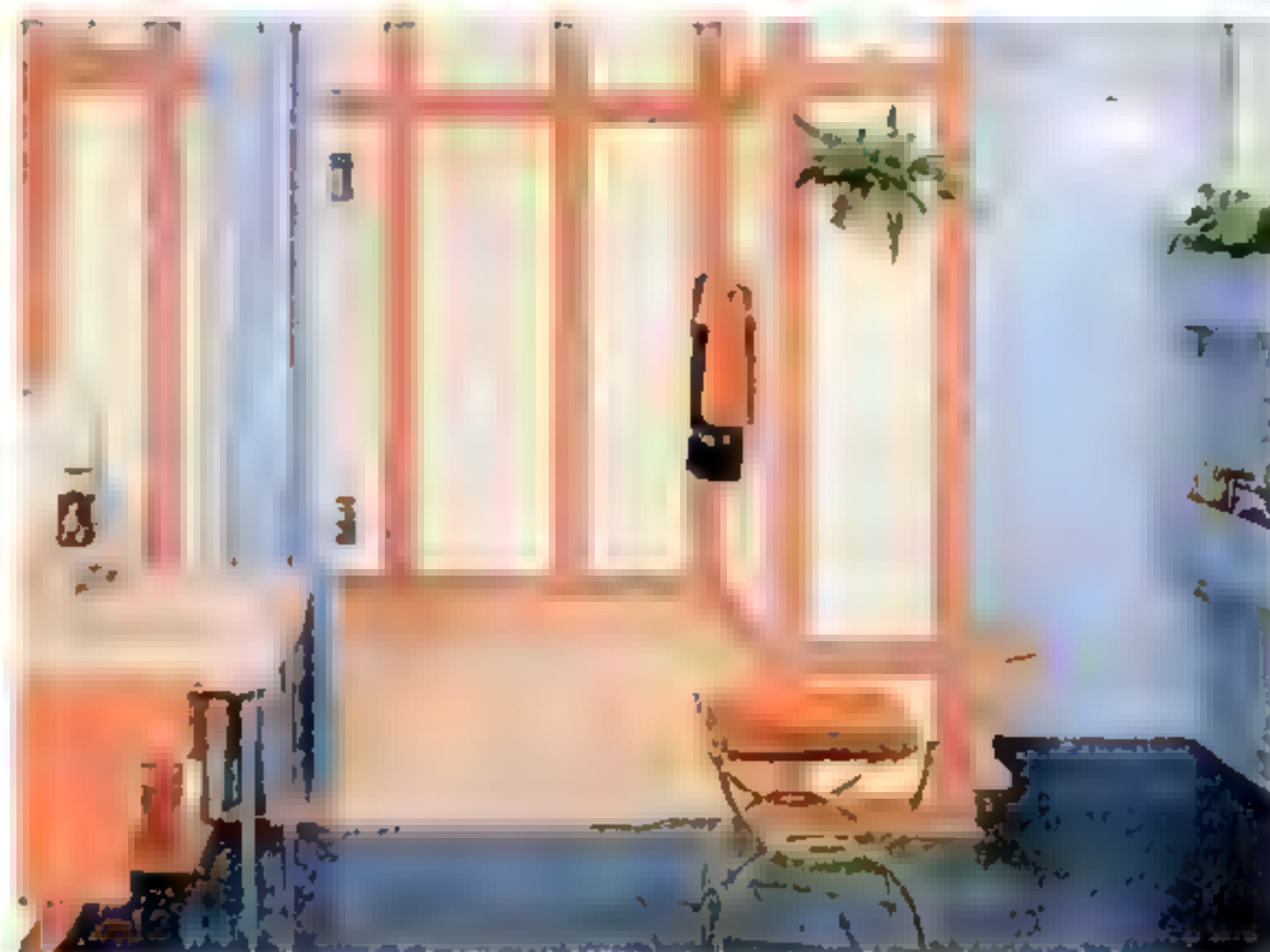
ROMERO never made any contortions, always it was straight and pure and natural in line. The others twisted themselves like corkscrews, their elbows raised, and leaned against the flanks of the bull after his horns had passed, to give a faked look of danger. Afterward, all that was faked turned bad and gave an unpleasant feeling. Romero's bull-fighting gave real emotion, because he kept the absolute purity of line in his movements and always quietly and calmly let the horns pass him close. . . . Romero had the old thing, the holding of his purity of line through the maximum of exposure, while he dominated the bull by making him realize he was unattainable, while he prepared him for the killing.

FROM "THE SUN ALSO RISES," BY ERNEST HEMINGWAY
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WIN A NEW THUNDERBIRD



ENTER THE PLASTIC WALL TILE



"GET-ACQUAINTED" GIVEAWAY

Hundreds of Valuable Prizes for You

- First Prize **FORD Thunderbird**
 Second Prizes (2) . . **RCA VICTOR 21" Compatible Color TV Sets**
 Third Prizes (7) . . **NECCHI BF Portable Sewing Machines "Makes sewing a pleasure"**
 Fourth Prizes (25) . . **WESTINGHOUSE Portable Transistor Radios**
 Fifth Prizes (40) . . **OSTERIZERS by John Oster Mfg. Co. "The perfect Liquifier-Blender"**
 Sixth Prizes (75) . . **Brownie "Holiday" Flash Cameras by KODAK**
 Seventh Prizes (150) . 23-lb. pails of *all*

Your friendly plastic wall tile dealer wants you to "get acquainted" with the lovely new decorator colors and lasting beauty of quality plastic wall tile.

- GOES ON IN HOURS! • LASTS A HOUSETIME!
- COLORS GO ALL THE WAY THROUGH!
- WON'T CHIP, PEEL OR CRACK!
- WIPES CLEAN WITH A DAMP CLOTH!
- WONDERFUL CHOICE OF DECORATOR COLORS!
- COSTS SO LITTLE!

HERE'S ALL YOU HAVE TO DO

THIS IS YOUR OFFICIAL ENTRY BLANK
 Fill in These First Three Lines Yourself (Please print clearly)

YOUR NAME _____

 CITY _____ ZONE _____ STATE _____

NOW DO THESE THREE SIMPLE THINGS

1. Call Western Union. Ask Operator 25 for the name and address of your nearest "Give-away plastic wall tile dealer."
2. Take this entry to your dealer's store. He must fill in his name and address. There is nothing to buy. He'll be happy to fill in your entry blank—because if you win, he wins too!

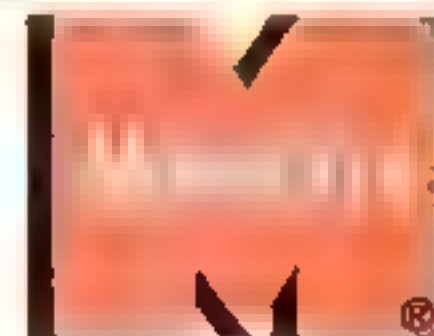
DEALER'S SIGNATURE _____
 STORE NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

3. Then, mail this completed entry to: Plastic Wall Tile Give-away, P. O. Box 992, Mount Vernon, New York.

That's all you do. Your completed entry may win one of the hundreds of valuable prizes.

Follow These Simple "Give-Away" Rules

- Follow the instructions given on the official entry blank. Then mail to the address given in paragraph 3 of the entry blank.
- Entries must be postmarked not later than October 31, 1957 and received by the judges not later than November 11, 1957. Only one prize to a single family.
- This GET ACQUAINTED GIVE-AWAY is confined to the Continental United States. Employees of Monsanto Chemical Company, its subsidiary and associated companies, participating tile manufacturers, distributors and dealers, their advertising agencies and their immediate families are not eligible to participate. Contest valid in the states of New Jersey and Wisconsin and is subject to all other Federal, State and local regulations. Prizes as listed elsewhere will be awarded on the basis of a blindfold drawing by name under the direction of the Merchandising Staff of the Reuben H. Donnelley Corporation whose selections are final. Winners will be notified personally or by mail. Complete list of winners will be sent on request accompanied by stamped addressed envelope, six weeks following the close of the GIVE-AWAY.

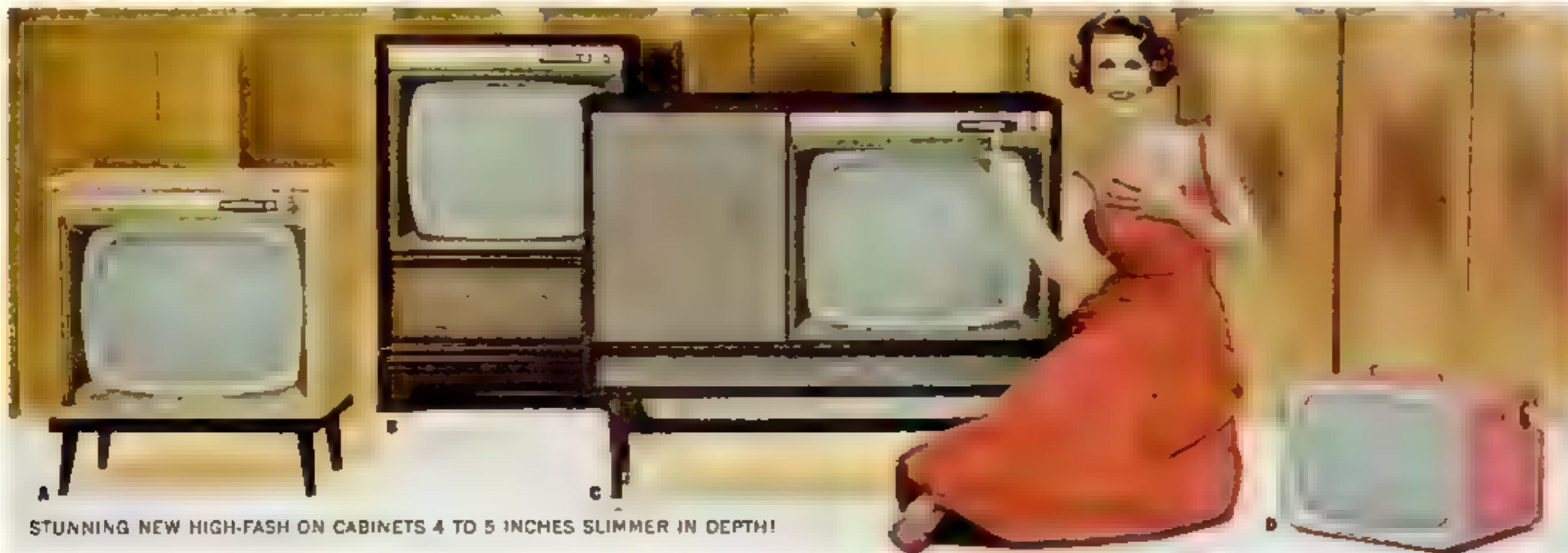


EASY TO ENTER...NO PUZZLES...NO JINGLES...NOTHING TO BUY...GET ACQUAINTED TODAY!

NOW! NO MORE TUNING...new



ONE TOUCH CHANGES CHANNELS AND FINE-TUNES



A. NORDIC, Table TV* Up-front speaker. In glowing lined oak, walnut or mahogany finish. 21K221

B. REGENCY, multi-speaker Console* Mahogany, lined oak or walnut finish cabinets. 21K226

C. ATHENS, Horizontal TV* in handsome walnut, lined oak or mahogany furniture finishes. 21K232

D. NEW SLIM PORTABLE TV with 9" and 11" picture tubes. Cabinets in vinyl "Fashion Fabrics" or colorful decorator finishes. 17 inch over-all diagonal. 141 sq. in. viewable area on 9" models—155 sq. in. on 11" models. 17K239

Westinghouse TV does it for you!



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A REALLY GOOD POLICE FORCE

Last week LIFE began its major series on crime in the U.S. by analyzing the difficulties of pinning down the precise facts about it. Part II of the series describes the work of

the men who are up in the front lines of the fight against crime—the chief and the men of a city police department whose job is both to catch and discourage lawbreakers.

Almost all of the nation's cities can learn a lot from Cincinnati where crime is low because the chief works to gain public respect

by HERBERT BREAN

IN the endless battle against crime, the police are society's assault troops. To support police forces in their many forms, from FBI man to county sheriff, the U.S. pays a fat \$15 billion a year. The bulk of this huge sum, more than is spent to run the whole legislative branch of the federal government, goes mainly to operate the nation's local and city police. Yet a great many cities are getting far less than their money's worth. For instance,

► In Chicago, which probably has the worst department of any sizable city, many officers try to get on the traffic detail because of the money they can make by taking bribes from traffic offenders. They are often helped to such jobs by Chicago politicians, who can wield a greater influence on any cop's career than his record as a crime fighter.

► In Nashville, as in the rest of Tennessee, it is forbidden to sell liquor by the glass. But some 20 bars operate openly in the downtown area, many within a half-dozen blocks of police headquarters (with possible patronage from policemen, some of whom occasionally come to work drunk).

► Detroit's current police commissioner is regarded as the city's best in many years, but he cannot halt the motor city's numbers business, estimated at \$40 million a year. Nor do his men ever seem able to find a top numbers operator to arrest.

► The police of many parts of Hudson County, N.J. make the old silent movies' Keystone Cops look like Scotland Yarders. Last year the county prosecutor raided a handbook in Union City without notifying the local police. As a result he bagged a police lieutenant, a city detective, an aide of the mayor and a father and a cousin of the deputy police chief. A Hudson County theater once sent the night's \$1,800 box-office receipts to the police station for safekeeping. It was stolen from the desk sergeant's desk.

► In Miami some members of a special squad set up to combat burglaries were recently suspended for committing burglaries.

► Omaha police officials also are frequently embarrassed by citizens' charges that they are being burglarized by the police.

► In Hialeah Gardens, a Florida hamlet and speed trap of only 60 registered voters, there is a police force of seven men. It exists primarily to prey on passing motorists since the fines thus collected pay 90% of the town's operating expenses, including the police salaries.

► In Tulsa the police commissioner, the chief of police and six policemen, some of whom were members of the vice squad, were recently convicted of conspiring to import liquor into dry Oklahoma.

► In New Orleans a conspiracy that operated several years ago was recently revealed. Dozens of officers were paid in nicely graduated steps for protecting vice and lottery operators: \$50 a week went to captains, \$30 a week to lieutenants, \$15 to sergeants, \$2 to patrolmen.

► In Baltimore, where an officer can wear Argyle socks, strapwork sandals and Elvis Presley sideburns while on duty if he is so disposed, the police are also given wide latitude in handling prisoners. Beatings are common and a favorite technique is to break a man's arm by smashing it with a nightstick.

This is one side of U.S. police work. But there are also cities where the police do an intelligent, humane and honest job to the satisfaction and even the admiration of the citizens they serve. One of the very best forces

in the country is in Cincinnati, Ohio. Of this city's force, the late Bruce Smith, who was generally recognized as the nation's top authority on police administration, said, "None stands higher in freedom from the influence of predatory politics and organized crime, or in the quality of the personnel." FBI Chief John Edgar Hoover has said of Cincinnati's police chief, Stanley R. Schrotel (see cover), that he has "earned the respect and confidence not only of his own men but also of peace officers throughout the country." But the practical results of Cincinnati's good police work are even more impressive than the general applause.

In 1956 the Cincinnati department made 3,060 arrests for major crimes, i.e., murder, nonnegligent manslaughter, robbery, burglary, rape, aggravated assault, larceny and car theft. Convictions were obtained in 74% of these cases.

A study by the Fraternal Order of Police shows that last year, in contrast to some 25 other cities approximately its size (540,000), Cincinnati employed only 1.84 police personnel per 1,000 of population (against an average of 2.35) and paid only \$10.59 per capita for its police service (against a \$12.01 average). Each police employee effected 3.3 arrests for major offenses in 1956, whereas the average was 2.3. Last year a Cincinnati had a 36.6% less chance of failing victim to a criminal than his brother in the average city.

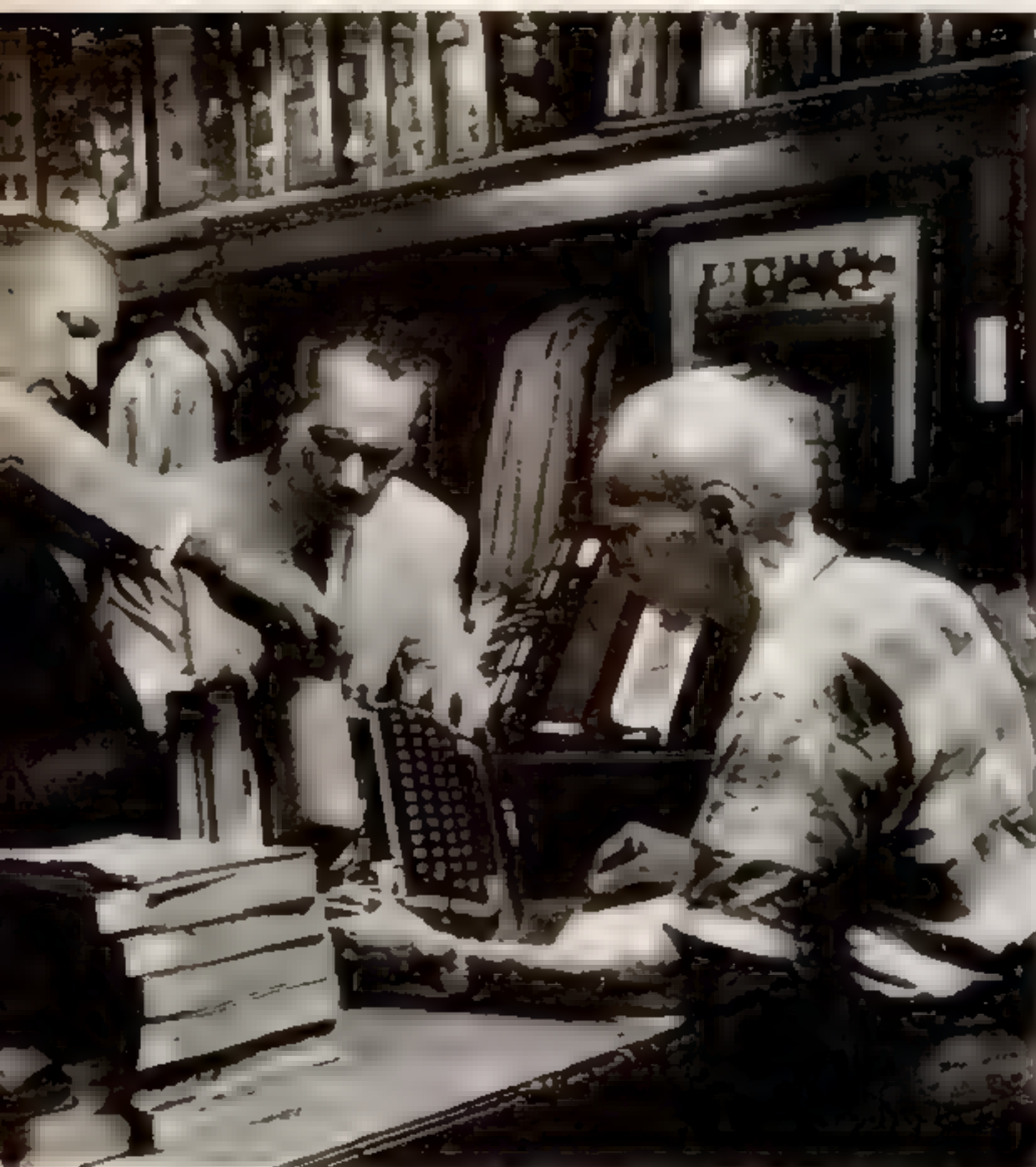
How do Chief Schrotel & Co. do it? That question has brought to Cincinnati a stream of police visitors from England, France and Germany, Afghanistan, Korea and the Virgin Islands. Many of them take a course in the local methods in Cincinnati's police academy. But these visitors do not find that Cincinnati has developed any new secret weapons against crime. Rather they find a department that understands the basic purpose of police work, is well-trained to perform it and is dedicated to the job.

Dogs, drunks and pilferers

THE basic purpose of police work is something seldom understood even by policemen. In our legal system the policeman's reason for existence is to *prevent* the occurrence of incidents that would be harmful or even merely objectionable to the public. These may sometimes be the mysterious murders of detective stories and TV plays but infinitely more often they are a barking dog, a drunk beating his wife, an illegally parked car or pilfering in a junk yard. The policeman carries out his function in two ways. First, he reduces the opportunity for the occurrence of unwanted incidents by surveillance and conspicuous patrol. This is designed to give an impression of police omnipresence and thus that misconduct will not succeed. Second, he discourages the potential wrongdoer by posing the threat of quick and sure retaliation, i.e., by swiftly dealing with the perpetrator of an incident once it occurs.

Many communities burden their forces with other, unpolicelike duties, such as issuing licenses, running a dog pound or examining prostitutes for disease. This probably stems from a general feeling that the policeman is a public servant who can be assigned *any* unpleasant or tedious job without increasing taxes to hire someone else to do it. That is unfortunate, for the policeman who does his own job well already has an enormous and exacting responsibility without acting as municipal chore boy.

THE CONSTANT CHECKING THAT KEEPS DOWN



CHECKUP (*above*) is made in a Cincinnati pawnshop as detectives (*left*) list typewriter's serial number in search for stolen goods. Detectives visit city's 21 pawnshops daily.

EMERGENCY (*below*) is faced by police answering a frantic call that a baby boy had swallowed poison. They fed him milk, rushed him to hospital to have stomach pumped.



VICE RAID (*above*) ends as a detective confronts a prostitute with marked money paid to her in a city hotel. Girl who came from nearby Kentucky got suspended sentence.

INFORMER in telephone booth (*below*) gives tip to narcotics officer while second officer stands watch. Booth rendezvous was suggested by cops to protect informer's identity.



CRIME IN CINCINNATI

POLICE AND CRIME CONTINUED



ON LOOKOUT (above) detective on shoplifting duty keeps eye out for pilferers at department store. Co-operation between police and store keeps losses below national average.

ON PATROL (below) two police-women make rounds of bus, railroad stations, and look for runaway children. They also watch for sex deviates, help enforce liquor laws.



To take one example: when an offense has occurred, the policeman's job is not simply to help obtain a conviction but to provide a complete report of all the pertinent facts, whether they tend to incriminate or exonerate, and to present them impartially so that justice can be done at the next level—the court. It is as much a police duty to see that a suspect is not deprived of his statutory or constitutional rights as it is to secure a conviction against him. The policeman is the guardian of everybody's rights, including the criminal's. This is inherent in a free society.

All of this is more often found in the realm of legal philosophy than in practice. But in Cincinnati the philosophy has been put into practice through a number of policies, some originated by Schrotel and some adopted by him. A basic policy is good public relations in the broadest and deepest sense, to assure the public's cooperation and respect—prerequisite to any police department's success. Another is to gather city crime statistics carefully and analyze them constantly, mapping special campaigns as soon as they signal a criminal trend. A third is a system of constant inspection and back-checking, even on the most successful police activities. And in Cincinnati all of this has to be done with the most efficient economy.

Thus, one of the simple but effective anticrime techniques which Cincinnati has brought to a high peak of efficiency is to convince the professional criminal that he is not only unwelcome in the city but that he will be made extremely uncomfortable if he comes there. In Ohio a state law permits police to arrest "on suspicion." This is a privilege that could be as dangerous as a cocked revolver in the hands of the undiscriminating. In Cincinnati it is not abused.

The police find out about such unwanted visitors in a number of ways. The force is trained to spot known or suspected criminals in the daily lineup as well as recognize them from a constantly updated file of wanted and suspected persons. A hotel squad checks registrations in good hotels and cheap ones and the department receives tips from informants on who is in town. The latter are paid for out of an "information fund" and the amounts are \$5 or \$10, sometimes a defense bond, depending on the value of the information. But the informer must come voluntarily to the department with the information; unlike many other police departments, Cincinnati does not enter into private "deals" whereby a poolroom operator is permitted to make a little quiet book or a bar to stay open after hours in return for providing intermittent criminal intelligence.

A quandary for felons

TO help this constant checkup there is also the Felony Registration Act which establishes that any visitor to Cincinnati who has been convicted of a felony in the past five years must, within 72 hours after arrival, appear at the police Identification Bureau and register himself, be photographed and fingerprinted. This places the felon in a quandary. Even though his visit is nonprofessional, if he registers he lays himself open to questioning if a crime of the type with which he is associated should be committed. If he does not register he risks arrest, fine or imprisonment. As Schrotel, himself a licensed attorney, is the first to admit, there exists in these laws a potential peril to civil liberties if they are administered ruthlessly. But he applies them with discretion.

Early this summer, for instance, a well-known con man came to Cincinnati. He was only a few months out of an eastern penitentiary but he was driving a new \$4,000 car and had some \$600 in his wallet. He failed to register. The car and cash were seized and he was jailed on suspicion. It was then discovered that he was wanted in Boston. "But I'm only here seeing friends," he wailed to the chief of detectives, Lieut. Colonel Henry Sandman (the Cincinnati force uses military titles). "I'm not going to pull anything."

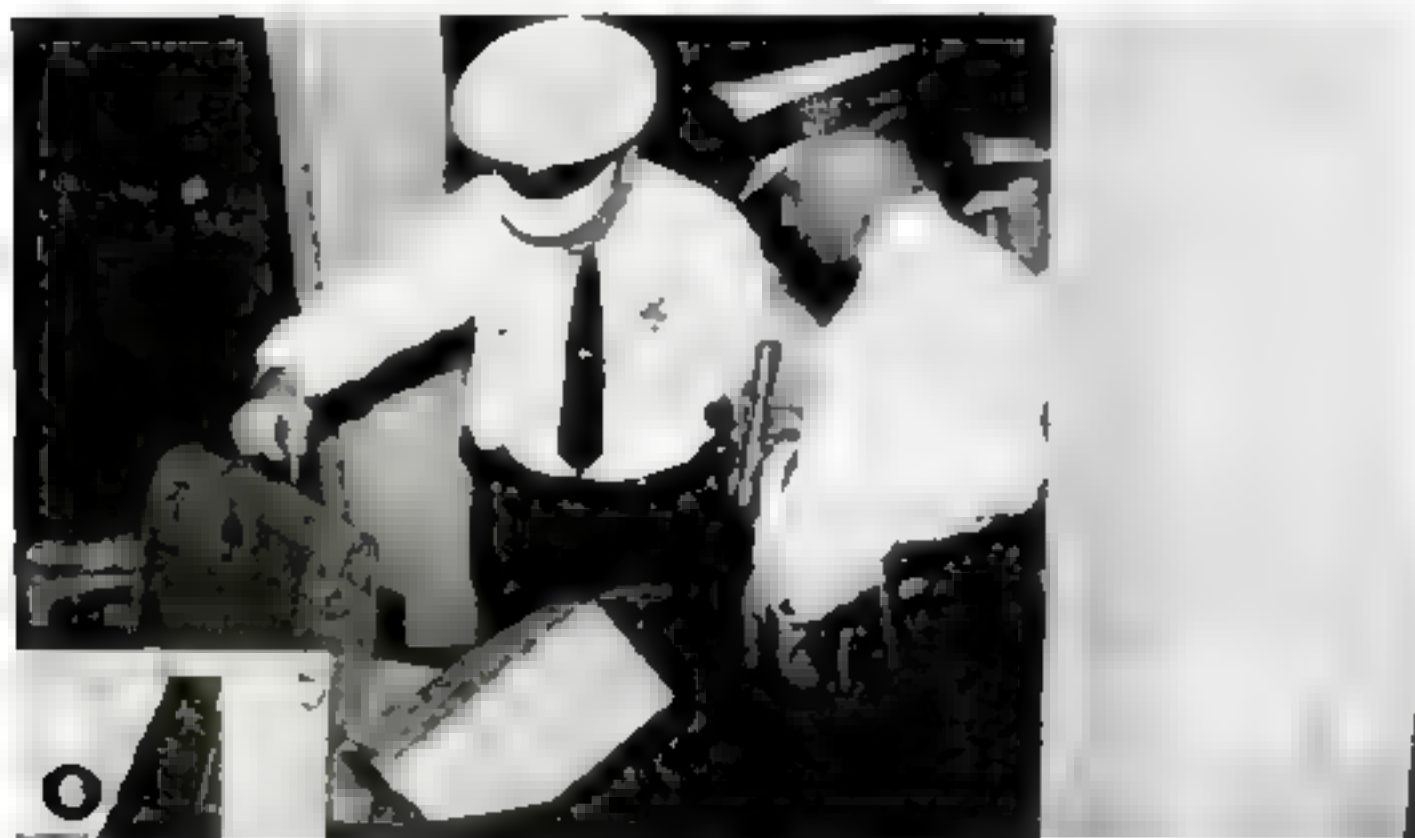
"We just want you to know that you're not wanted," said Sandman.

"I already know that," the criminal said indignantly.

"We want you to go on knowing it," said Sandman.

After spending some days in custody, and after Boston withdrew its hold order on him, the con man was allowed to leave town. He is not likely to return.

Cincinnati has no organized crime, no organized gambling, no houses of prostitution. Keeping them out is easy because Cincinnati *wants* to keep them out, a feeling actively expressed by the people through their police department. Should a vice operator or gambler decide to set up shop in Cincinnati he would never think, as he might in other cities, of offering a little money to a district police captain for permission to operate. The best he can hope for is to open surreptitiously or, if he is a gambler, to try to navigate a floating crap game through a few hotels during a big convention. The unusual activity thus engendered is easily visible: it is normally spotted by a patrolman, or a citizen calls the police about it. As soon as the necessary preliminary evidence is gathered, the place is raided and the operator is arrested. If the place is a phone-operated handbook, the raiders take out the phones and formally



A CRIME THAT BACKFIRED

One night Clayton Burton, office manager of an auto supply company, called Cincinnati's police to report a robbery in his office. The police went to the scene (1) to find the company's record books drenched in varnish and battery acid and \$91 missing from the safe. They photographed the scene and took Burton back to headquarters for questioning (2). During the interview a veteran detective (standing, picture 3) walked in and spotted Burton as a man wanted on a bad check charge. Suspecting the robbery was phony, the police searched Burton (4) and took him to the lie detector room (seen through one-way glass in picture 5). Burton confessed that the "robbery" was a fake and the police returned to his office to find his briefcase (6) and the \$91 hidden in trash cans. Since Burton had not removed the money from his office he was not charged with larceny but was fined \$200 for destroying company property.

POLICE AND CRIME CONTINUED

request the telephone company to see that service is not reinstalled. Then the owner of the premises is warned that if he continues renting his premises for illegal purposes he can become as liable to the courts as the tenant. Joints seldom open more than once in Cincinnati.

From January through March of 1954 the city was plagued by a series of stickups of small banks and savings and loan offices. The force is highly motorized and when a citizen telephones for police help he is answered by the radio dispatcher. Time after time the dispatchers flooded holdup areas with cars, but the stickup men were still getting away. When the victims were shown pictures of holdup men who might have done the job they were unable to make an identification.

From this Schrotel and his staff deduced that the robbers were strangers who were coming into town, striking quickly and leaving fast. They put the "quadrant system" into play. Thereafter when a holdup alarm was received the dispatcher, instead of shoveling many cars into the area, sent only two, the nearest ones, to the holdup scene. Then using its location as a focal point, he drew street lines north and south, and east and west, dividing the surrounding territory into quadrants of approximately 10 blocks each. Other cars were systematically assigned to these quadrants, to be on the alert for the fleeing bandits and their car. The instant the bandits were sighted, their location was flashed to the radio dispatcher, who immediately established new quadrants, with the sighting location as new focal point and the cars changed position accordingly. The police began running down bandits with remarkable regularity and soon the holdups stopped almost magically. But while they lasted it was music to Schrotel's ears to sit in his office and follow the progress of a chase on his police radio as the quadrant center hop-scotched across town and ended with a gruff, "We've got 'em."

This particular campaign was born of an emergency. Similar campaigns are launched regularly, usually with longer preparation. They begin with the several big typed sheets that await Schrotel each morning when he drives himself into Cincinnati's two-year-old modern police headquarters in a blue Ford sedan (selected, in contrast to his predecessors' Cadillacs, because "it eliminates criticism"). The sheets are scrawled with statistics on the preceding police day—how many of every kind of offense occurred in each of the seven police districts, how many arrests were made, how many tickets issued for traffic offenses—and Schrotel exhaustively compares these figures with the previous month's and the previous year's on this date. In Cincinnati statistics fight crime more than nightsticks, for as the chief says, "Statistics tell you where your problem is and what it is."

When over a period of days or weeks a trend in a particular kind of crime manifests itself in the daily reports, Schrotel calls it to the attention of his assistants at the weekly staff meeting. Thus in late 1955, when an increase in car thefts began to appear in the daily reports, a staff study was made. As a result of its findings an educational campaign was inaugurated. When a patrolman found a car unlocked or with keys in the ignition, he wrote out a warning tag. Meanwhile parking and used-car lots were visited and the owners' cooperation solicited in safeguarding the cars. For a time 400 warning tags were issued weekly. Now only 60 need be. This year auto thefts are down by 12-14%.

A polite warning

AN antijaywalking campaign was launched in 1955 when it was found that in Cincinnati, as elsewhere in urban areas, some 65% of those who died in traffic accidents were pedestrians. The campaign was preceded by a guinea pig trial in downtown Cincinnati by 16 traffic officers usually stationed there. The officers received a course of instruction in how to give warning tickets to wayward pedestrians without offense: don't summon the offender to you but go to him. Don't do it ostentatiously and make him self-conscious. Explain to him why it is necessary that he walk between the lanes. For a year Cincinnati received warning tickets downtown only, then the law was enforced all over. This year the city tied with Washington, D.C. for first place in the American Automobile Association's Pedestrian Protection Award.

This concern for policing the citizen without arousing his antagonism is of enormous importance to Cincinnati's top policeman. That is because Colonel Schrotel, a bustling man of medium height and short-cropped, prematurely gray hair, who is gentle in his speech but can be remarkably incisive in his actions, recognizes the size of the public relations job that must be done in U.S. police work. He knows, for instance, that the average citizen who gets a traffic ticket immediately concludes that the man who gave it to him joined the police department simply to wear a uniform, or wield tyrannical authority, or wangle an opportunity

TEXT CONTINUED ON PAGE 83

PICTURES ON NEXT EIGHT PAGES

UNFORGETTABLE CRIMES

Of the many crimes that daily plague the police, remarkably few go down in memory. Those that do are never ordinary crimes. They are remembered because they are dark, terrible deeds, larger than life itself. They are the eruption of violent, ugly emotions—lust, greed, revenge—and their product is usually death. Their evil is all the more shocking because they are committed with ordinary implements—a knife, a rope, a chisel—by seemingly ordinary people.

Some, like the murders of Bobby Franks and Bobby Greenlease, are notorious for sheer heartlessness. Others, like the great Brinks robbery or the escapades of Willie Sutton, shock not through violence but through the daring, diseased brilliance of the criminal mind. Ranging across the spectrum of evil, the eight crimes painted on these pages by Robert Weaver are varied in aspect but united by a single quality: men are not likely to forget them.



THE BODIES IN THE LANE

On a September morning in 1922, a couple in De Russey's Lane, New Brunswick, N.J. stumbled on a gruesome sight. Under an apple tree on the grass lay a man and woman. The man's face was neatly covered with a straw hat, the woman's with a scarf. Love letters were scattered over the bodies, the man's calling card was propped against his foot, and both had been shot dead. The woman's head was nearly severed from her body.

The man was the Reverend Edward Wheeler Hall, rector of New Brunswick's wealthy St. John's

Church. The woman was Mrs. Eleanor Mills, a member of the church choir and wife of its sexton. They had been carrying on a love affair.

Almost immediately the case was in confusion. According to witnesses, a vast cast of characters may have roamed the woods on the murder night. Among them, their faces shown staring through the leaves, were (left to right) Willie Stevens, Mrs. Hall's soft-minded brother; Ralph Gorsline, a vestryman in the church; Mrs. Hall's other brother, the wealthy Henry Stevens; Mrs. Hall; and

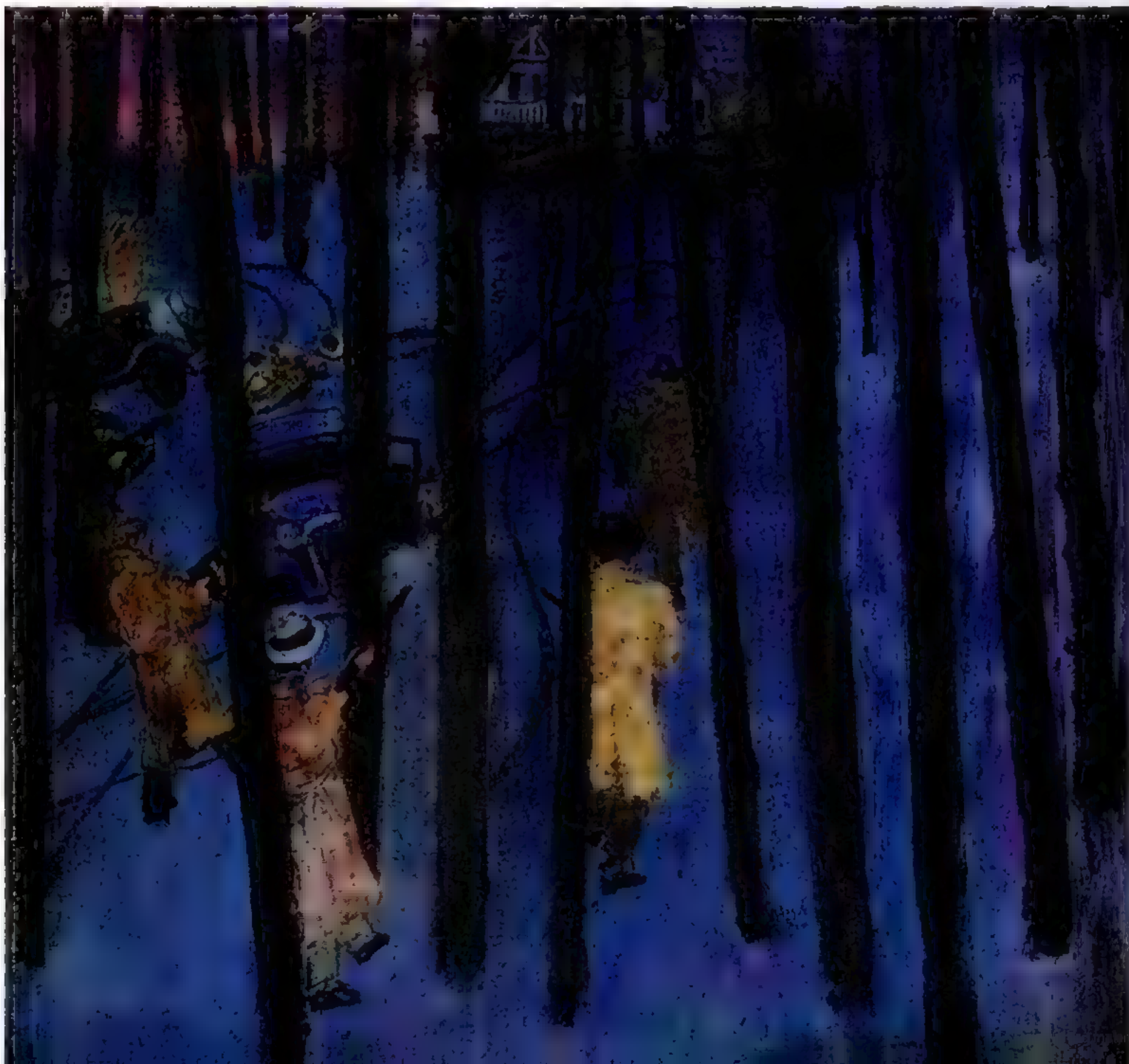
"the pigwoman," Jane Gibson, who kept pigs, claimed to have been in the woods with her mule and seen Mrs. Hall, her brothers and two cars.

The testimony was so conflicting that no indictment was brought. Four years later the New York *Daily Mirror* resurrected the case and persuaded officials to indict Mrs. Hall, her brothers and a cousin. But after a sensational three-week trial during which the pig woman testified from a bed in court and reporters filed 11 million words, the jury freed the defendants. The case is unsolved.

CRIMES CONTINUED

AN ALMOST PERFECT CRIME

In a field near Chicago on an evening in May 1924 two cool young men lifted the nude, bloody body of 14-year-old Bobby Franks from a rented Willys-Knight touring car and stuffed it in a culvert. They were Richard Loeb (*left*), 18, and Nathan Leopold, 19, the brilliant, pampered sons of wealthy Chicago businessmen, and they were completing the "perfect" crime. They had lured Bobby Franks into their car and clubbed him with a chisel. After hiding the body they sent ransom notes to Bobby's father, demanding \$10,000. But near the corpse Leopold dropped his glasses which had an unusual prescription—there were only two similar prescriptions in all Chicago—and this strange oversight trapped the pair. The social position of the two youths and the cold-blooded senselessness of their thrill killing shocked the nation. It was all that the brilliant lawyer Clarence Darrow could do to get them off with a life sentence for murder and a 99-year sentence for kidnaping. Loeb was killed by another convict in a prison fight in 1936. Leopold has served 33 years. This summer he asked for executive clemency, but his request was denied.





THE TRUNKS THAT LEAKED

One Monday in October 1931 a pretty, nervous woman appeared with her brother in a railroad station in Los Angeles to claim some trunks and a suitcase. The baggage agent was suspicious; the trunks oozed a reddish liquid and were attracting flies. He asked her to open them.

The woman, Mrs. Winnie Ruth Judd, agreed and drove off with her brother to get her keys. The baggage master jotted down her license number and waited two hours. Then he opened the baggage. The suitcase held the dismembered torso of a woman. One trunk held the rest of the body and the other the body of a second woman. Both women had been shot. The baggage man called the police, who traced the brother. Innocent himself, he joined in an appeal to Winnie to surrender, and she did. She wore a bandage on her hand and claimed that the women, who had been her good friends in Phoenix, Ariz., had attacked her. She said she had killed in self-defense. But it turned out that the women had probably been shot in bed. Winnie is now in a hospital for the criminally insane in Phoenix. She has since escaped—and been recaptured—six times.

A GUN BATTLE IN THE WOODS

In April 1934 John Dillinger, then the nation's most wanted criminal, was at the peak of his career. He had shot his way through the whole Midwest and no jail or bank seemed strong enough to stop him. He had collected cash and an arsenal, and he needed a rest. For this he chose Little Bohemia Lodge, a secluded resort in the woods near Mercer, Wis. Posting a guard on the manager, he and his gang vacationed with the guests.

On the night of April 22 the FBI, acting on a tip, arrived to set up a cordon around the lodge. There were 37 men—agents, local police and volunteers. As they set out to surround the lodge, one of the Dillinger gang appeared. The agents opened fire, and a Dillinger lookout in an upstairs window fired back at them. Dillinger (right) and his lieutenant, Baby Face Nelson (upper right), dashed out the back way into the woods. The agents kept up their barrage until dawn. When they finally entered the lodge they found six machine guns, 12 shotguns and five bullet-proof vests, but John Dillinger had made his escape. Three months later he was killed.

CONTINUED



FOR BUGS'S BOYS, A BLOODY VALENTINE IN CHICAGO

In the chilly morning of St. Valentine's Day in 1929, seven sharply dressed men met at a shabby garage on Chicago's Clark Street to keep a rendezvous. They were members of the Bugs Moran mob, which was trying to outmuscle the Capone syndicate in the bootleg liquor racket. They were

awaiting their leader and a cargo of liquor they planned to redistribute. But Moran did not show up. Instead, at 10:30 a.m., the garage door opened and two men in police uniform strode in, followed by two men in plain clothes. They ordered the seven men to line up at the wall for a search. Bored



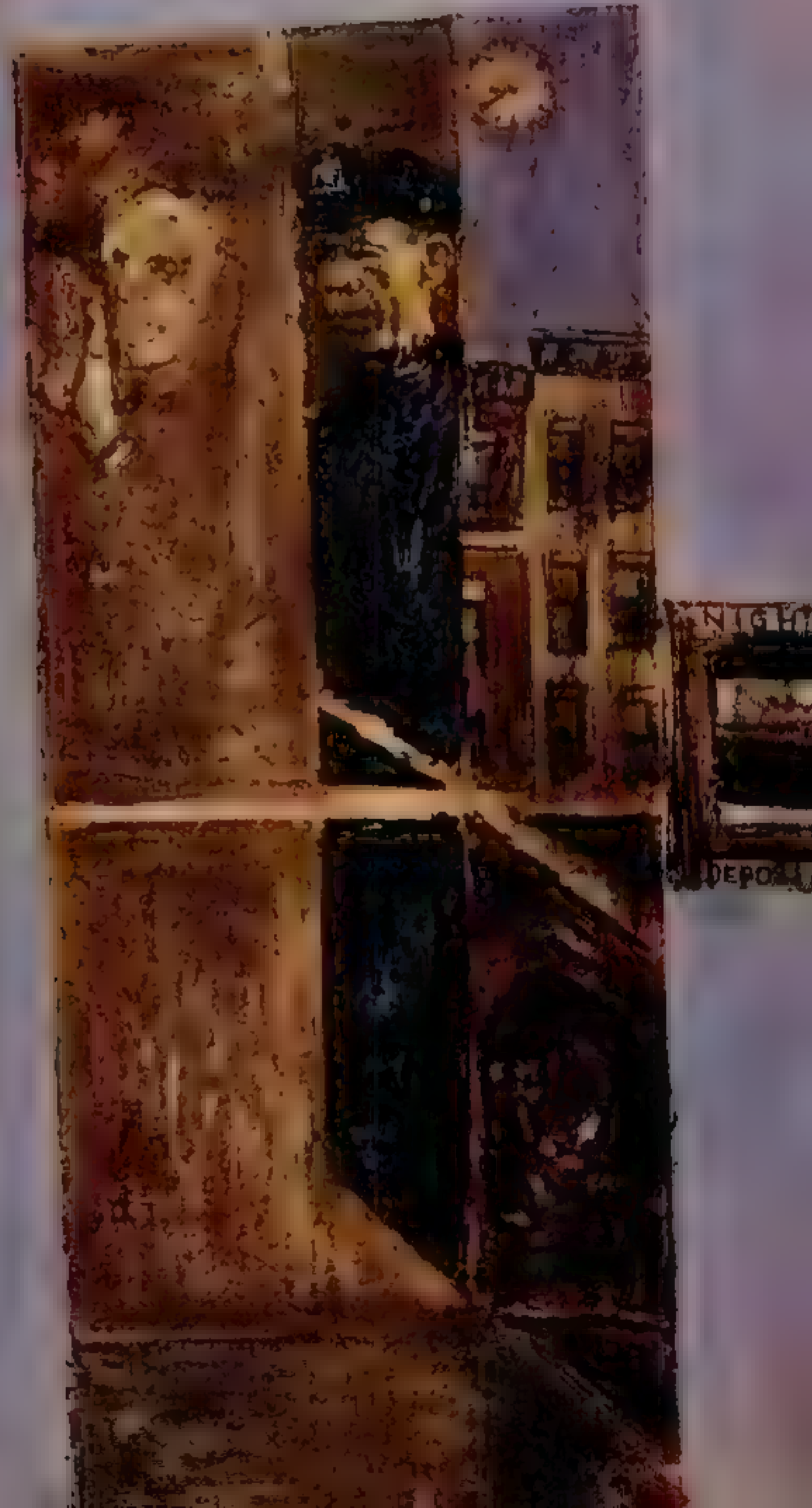
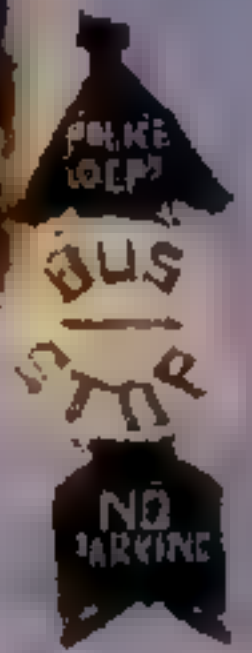
but not frightened, the seven complied. Then one of the plainclothesmen, using a submachine gun, expertly sprayed the seven with lead. The other, with a sawed-off, double-barreled shotgun, administered two *coups de grâce*. The uniformed men took the shotgun and machine gun, the men in

plain clothes raised their hands, the four walked out to a side-curtained Cadillac touring car of the type used by Chicago police and drove away. The whole affair had taken less than five minutes.

When the real police came, they found one man, Frank Gusenberg (*left*), still alive. He refused to

name the killers, and died. The rendezvous had been a trap. Moran had arrived late, seen the so-called police and made his escape. The slaughter was generally attributed to the gang of Al Capone, who was fishing in Florida at the time, but gangland's bloodiest murder has never been solved.

CONTINUED



WILLIE SUTTON'S MANY ROLES

Willie ("the Actor") Sutton was a man of method and considerable brains. His trouble was, as a prison psychiatrist put it, that to him every bank was a challenge. Prisons also challenged him: he managed to escape from both Holmesburg and Sing Sing.

In his painting (left) Artist Weaver shows four versions of Sutton's famous *modus operandi*. Early in his career he became fascinated by the ease with which any uniformed man could enter any bank, house or store. He set up a phony actors' agency and ordered a variety of costumes.

Sutton pulled his first big job in 1930. He carefully cased a bank in Jamaica, Long Island, noting the arrival time of its employees. He donned a telegraph messenger's outfit (lower left) and came to the door when the first employee, a guard, arrived. He tendered his telegram—and grabbed the guard's gun. As other employees came in, he lined them up and his assistant kept them quiet until the manager opened the vault. Sutton walked out with \$48,000. From then on his method of operation scarcely varied. At different times he appeared as a window washer (upper left), a postman (upper right) and a policeman (lower right). He is suspected of other robberies in which the thief was dressed as a city fireman and in Cuba, a Cuban cop. He was convicted of robberies totaling \$150,000 and is suspected of others totaling \$500,000 more.

Sutton's downfall was undramatic. In 1952 a young pants salesman spotted him in a subway. The salesman, Arnold Schuster, notified police. They found Sutton working on his getaway car—the battery was dead.

Schuster was murdered in 1952, but Willie Sutton was not suspected. He was in prison at the time and besides, it was not his *modus operandi*.

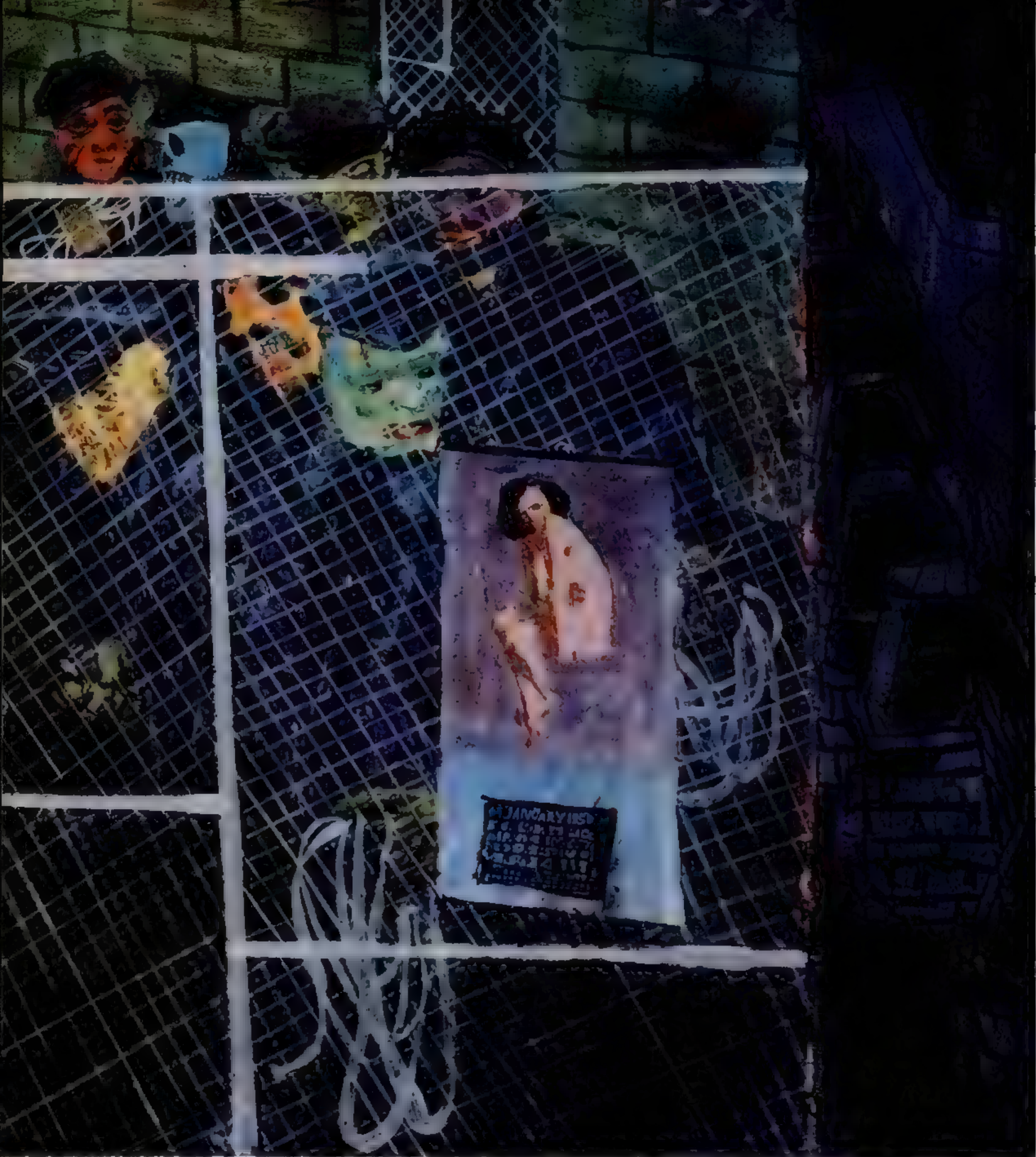
BOBBY MEETS AN EVIL 'AUNT'

One morning in September 1953, a dumpy woman came to the door of the French School in Kansas City. She told the nuns at the school that she had come for Bobby Greenlease, that Bobby's mother had had a heart attack and that she was Bobby's aunt. She waited in the chapel. When a nun returned with Bobby, the woman said the prayer had done her good. Bobby, 6, was the son of a millionaire. He did not seem to recognize his "aunt," but he made no protest and the pair left in a taxi.

The woman was no aunt but an alcoholic divorcee named Bonnie Heady. She owned a house in nearby St. Joseph, Mo., and in its garden her lover Carl Hall had dug a grave (right) for Bobby. Bonnie Heady took Bobby to Hall, who was waiting with a plastic sheet and a length of rope. They drove to a deserted road where Hall tried to strangle Bobby. When Bobby fought, Hall shot him, wrapped him in the sheet, put him in the grave and planted flowers on the top.

Hall then sent off a ransom note demanding \$600,000, and the pair sat back to drink and watch TV. After days of notes and messages taped to mail boxes and scrawled on rocks (as well as some 600 fake ransom demands from heartless cranks), the anguished parents delivered the cash. The first time, following instructions, they left it near a country road. Hall was too drunk to find it. Next time they left it near a bridge in two big gunnysacks, and Hall picked it up. He ditched Bonnie Heady in a cheap hotel and, with the huge ransom in two suitcases, set out to find a prettier girl. He befriended a taxi driver and started throwing money around. The driver, suspicious, turned him over to the police. Hall was arrested, and talked. Justice was swift: Carl Hall and Bonnie Heady died in the gas chamber only 11 weeks after their crime.





THE MEN IN THE RUBBER MASKS

On a bitter January night in 1950, five employees of the Brinks Armored Car Service were busily stuffing money into a vault in their Boston office building. Suddenly seven weird figures appeared at the wire cage (*above*), their faces covered by rubber Halloween masks, their heads topped by chauffeurs' caps. One held a gun and forced the employees to open the cage. The robbers quickly tied up the employees and departed with \$2.7 million,

the biggest haul in modern history. They padded through a wire-fenced playground (*right*) and drove off in a getaway truck.

The Brinks robbery, a classic of modern crime, was meticulously planned. The 11 men who accomplished it had spent two years watching the Brinks plant. They had broken into it more than 20 times before the robbery, removing locks, having keys made and replacing the locks before

dawn. They attempted the actual robbery at least a dozen times but were scared off by unexpected lights or by people in the neighborhood. But on Jan. 17 everything was fine and the plan worked. Even after the crime the men were scrupulously careful. They hid the money, led modest lives and managed to elude the police for six years until one of them, in prison for another crime, finally talked. Today, nine are in prison, two are dead.



AT Y.M.C.A. MEETING Chief Schrotel, a director, talks to Episcopal Bishop Henry Hobson. Schrotel considers such meetings part of his job.

TEXT CONTINUED FROM PAGE 74

for graft. He also knows that antipathy to police is psychologically interpreted as stemming from a child's resentment of the authority that can punish him.

Schrotel is therefore extremely sensitive to any intimation of "police brutality," whether justified or not, because he knows the real victims of police brutality are the police themselves. Consequently whenever a Cincinnati officer uses force in any form, whether to push a drunk into a scout car or to club a knife-wielder, he must make out a report which is countersigned by his superior after an interview with the prisoner. When it seems advisable, a suspect, after being questioned, is sent to General Hospital for examination and sometimes a photograph in the nude, so a defense lawyer cannot later claim a statement was beaten out of him.

If it appears the use of force was unnecessary, an analysis of the case is made: Is the department's training for such situations at fault? Was the individual officer's training bad? Is he psychologically unfitted to be a policeman?

This concern with public relations shows up in other ways. In many cities there is open antagonism between local police and the FBI office, but in Cincinnati an FBI man sits in daily at the lineup. Cincinnati district captains are told to attend businessmen's lunches and other local gatherings in their area on the theory that a citizen finding himself next to a policeman at lunch will unburden himself of any criticism he has of the police instead of waiting until it has grown into a loud letter to the editor. Schrotel also encourages dispatching patrolmen to a newly built home to make a social call and explain to the new resident just how his street is patrolled and how eager the department is to receive a telephone call from him any time for any reason. Before ticketing a car parked at an "expired" parking meter, a Cincinnati patrolman is told to look around the stores and make sure the driver is not merely in getting change for the meter.

No bully boys

THIS wooing of public approval does not stem from any shallow desire merely to be liked. Thoughtful Stanley Schrotel knows that the police, by the very nature of their job, must appear to violate some citizen's most basic rights every day. The Declaration of Independence promises one life, liberty and the pursuit of happiness, yet the policeman, without the sanction of judge or jury, daily deprives citizens of liberty (stopping a speeder) and property (towing away a parked car) and sometimes of their lives. To do this without taking on the appearance of authoritarian bully boy is possibly the biggest problem confronting a policeman today. Schrotel sets his men an example by maintaining the mildest equanimity even while listening to the most irascible complaints about "one of your dumb cops" and by being unfailingly polite to and "sirring" everyone he addresses, not excluding the headquarters janitors.

The importance of the public's friendship was imprinted on Stanley Russell Schrotel early in his career as a patrolman. A native Cincinnati, he was seeking any kind of job during the Depression. He applied to the police force, was accepted (he was 20 but gave his age as 21) and was sworn in on Aug. 16, 1934. One day soon after, a citizen called the police to report that he had seen a stranger enter a

CONTINUED

SHEAFFER'S

NEW BALLPOINT
WITH EXCLUSIVE

STERLING SILVER TIP

writes
longer
than any
ballpoint
ever made!



Know what causes most ballpoint failures? Corrosion at the tip. Know the metal that ballpoint ink can't corrode? Sterling silver. Not silver plate, not brass. Sterling. Only Sheaffer gives it to you.

Sound expensive? Fact is, you save money. You save the actual difference between the cost of five ordinary refills against the one Sheaffer unit that will outlast them all.

This is the best ballpoint anyone knows how to make. It's yours for the asking. Isn't today a good day?

NEW! All-metal models in 6 iridescent colors! Smartly styled!

NEW! Transparent unit! Capacity you can see!

\$2.95



Look for this colorful display everywhere. Select your color: gold, silver, blue, green, rose, copper.

SHEAFFER'S

When it comes to writing—come to Sheaffer's

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How to keep shipping costs under control

Late shipping struck
Albert a hurricane blow
It upset his business
and cost lots of dough



Al's back on his feet now
and shipping with thrust
He calls RAILWAY EXPRESS
—it's dependably swift!

The big difference is



safe, swift, sure

For really economical shipping, call Railway Express. Just one fixed charge is all you pay. And you get swift coverage no other company can match, for Railway Express reaches some 23,000 American communities.

And now, with Railway Express' new *World Thruway Service*, you can speed shipments to and from almost anywhere in the world!

So, whether you're sending or receiving, here or abroad . . . always call Railway Express, the complete rail-air-sea shipping service.



STAFF MEETING, with Schrotel at far end of table, is attended by six assistant chiefs, 12 other officers. They average 23 years' police experience.

POLICE AND CRIME CONTINUED

house across the street. The caller promised to watch the house until the police got there and said he would keep a window shade pulled down as a signal that the man was still in the house.

When a patrolman arrived the blind was still down, so he went to the door, knocked loudly and yelled to be let in. Then—an old stratagem—he ran quickly around the back and seized the prowler, coming hopefully out a rear window. The patrolman was Schrotel, and while the arrest in itself was not a noteworthy one it gave him much to think about as he later pursued his solitary rounds. The burglar had been caught primarily because a citizen had telephoned his suspicions to the police, a task from which most citizens, consciously or otherwise, shrink, fearing rebuff or ridicule. If the police could win more such cooperation, they could do a much better job.

Patrolman Schrotel observed other things. The Cincinnati force of 20 years ago was a good one by the standards of the day but, while it had already begun to attract bright young men like himself, it was dominated by an old guard of thick-necked, tobacco-chewing district captains and lieutenants who believed in toughness. Schrotel saw that a good department depends more on the quality of its men than on their number or their heavy-handed strength.

His progress from raw recruit to chief in 17 years was steady but not without opposition. The old guard viewed with suspicion a young man who established records for every examination he took (Schrotel's mark when he took the chief's examination was 99.33).

It was while Schrotel was a captain in charge of the Identification Bureau that he handled what was possibly his most spectacular case. One day in 1943 three young hoodlums entered the jewelry shop of an aged merchant named Jacob Reinstattler, savagely slugged him to death with a ball-peen hammer. The three hoodlums escaped with a quantity of jewelry.

Detective Jacob Schott, who was assigned to the case, worked on it with Schrotel. Although the attack occurred in daylight, clues were few, so the pair circulated the city with descriptions of the stolen jewelry. Presently a dry cleaner came forward with a small piece of the loot, having found it in a coat left with him for cleaning. Detectives staked out the cleaning establishment and when the owner came for his coat he was arrested. By one of those happenstances that occur all too bewilderingly in real-life crime, the coat's owner claimed and was able to prove that he did not know the jewelry was in the coat and that the garment had been given him as a present shortly before.

But through him Schrotel and Schott traced the three thugs, two of whom went to the electric chair. The two policemen received much credit, but Schrotel still believes the case was broken by the dry cleaner's goodwill toward the department.

Scandal in Cincinnati

SCHROTEL took office as chief on July 27, 1951, somewhat dramatically. For weeks a scandal had been brewing. Cincinnati policemen, investigating accidents, had become accustomed to recommending certain garages to motorists needing towing service. The garages kicked back part of the repair fee to the cop. In many cities this kind of thing is regarded as "clean graft," but in Cincinnati this was the police scandal of the decade. On the day he took office Schrotel found it necessary to suspend 44 policemen, most of whom were later exonerated and restored to duty. More importantly, the new

CONTINUED



Ed Sullivan as photographed by Arnold Newman on the set of his CBS television show

Ed Sullivan produces TV's biggest show with telegrams

When Ed Sullivan and his staff sit down to map out production details for Sunday evening's ED SULLIVAN SHOW, the telegram is very much in evidence. Says Mr. Sullivan: "From clearing last-minute production changes with the whole CBS network to signing a guest star who's at the other end of the country, we get it *in writing fast*—with the telegram. In fact the telegram often serves as a contract." Yes, in show business—in *any* business—it's smart to put it *in writing*—with telegrams.

More than a million times a day, business finds it wise to wire. Telegrams quote prices, confirm orders, route shipments. Speed plus the written record make the telegram essential to American business.

WESTERN UNION
TELEGRAM


ON ANY OCCASION . . .

IT'S WISE TO WIRE!



*So quiet, you can hear
a ping drop!*

Precision is the secret of today's powerful, yet quiet-running engines. Pennzoil with Z-7 — 100% Pennsylvania motor oil blended with permanently active Z-7 — protects carefully fitted parts against harmful deposits, keeps your engine powerfully clean and quiet for keeps. Next time ask your dealer for Pennzoil with Z-7, The Tough-Fiba[®] motor oil, by name.

IN EVERY STATE AT DEALERS WHO CARE FOR YOUR CAR
AND IN CANADA AT  DEALERS



Sound your Z . . . insist on Pennzoil

MEMBER PENN. GRADE CRUDE OIL ASSN., PERMIT NO. 2, OIL CITY, PA.

Model 4801

SYLVANIA High Fidelity

Beautiful sound by Sylvania in superb consoles and portables. 4-speed changers, AM-FM

tuners, tape recorders, remote speakers, in any combination. Priced for every requirement.



WORK WITH YOUTH is important in Schrotel's program, and city and county cooperate closely in this area. Here former heavyweight champion Ezzard Charles, who handles youth cases in county court, talks to runaway.

POLICE AND CRIME CONTINUED

chief made a study of the problem, and today when a Cincinnati policeman arrives at an accident scene where a driver needs a wrecker he calls the dispatcher who picks the first name from a revolving list of local towing companies, thus dividing the wrecking business evenly.

In some ways the city Schrotel took over to police is a better than average U.S. city. Only two policemen have been killed by lawbreakers in the past 15 years and juvenile offenses run more to bike-stealing and shoplifting a new baseball glove than to planned gang warfare with zip-guns and switchblades. The closest thing to this is an occasional incident between Negro and white boys, a matter on which Captain John Davenport and his 18-member Youth Aid Bureau (including eight policewomen) move with celerity, knowing that the time to catch a forest fire is when it is still a grass blaze. This is one reason Cincinnati, which borders on the South, is remarkably free of racial tensions.

But it is not only the city of Cincinnati that Schrotel has to worry about. In addition to its local duties the Cincinnati police department acts as the police hub for a much wider area, the 730 square miles of "Greater Cincinnati," embracing 36 suburbs, with almost all of which Cincinnati maintains friendly, somewhat paternalistic relations. If a small town force finds itself over its head on a puzzling murder it can ask for the assistance of a more knowing Cincinnati detective team in somewhat the same way a rural English constable can call in Scotland Yard.

A greater concern to Schrotel lies out of his state, just a few hundred yards across the Ohio River and closer to downtown Cincinnati than some of the outlying police stations. This is Newport, Ky., a relaxed town of 31,000 where gambling and brothels flourish without interference from the local police. Newport offers staid Cincinnati a convenient outlet for sinful impulse. But it also attracts to the area a variety of croupiers and stick-men, call girls and gamblers who, when their luck runs low, may turn to more dangerous forms of crime to recoup—often in Cincinnati, the nearest metropolis. The best thing Schrotel can do is to keep a close check on their comings and goings.

When Schrotel took over he began refurbishing the department's physical facilities. Until 1955 Cincinnati's headquarters was housed in the basement of the city hall, a soot-stained relic of the Cleveland era in which Schrotel's predecessor practiced marksmanship by shooting scampering rats without moving from his desk. Today these quarters, now vermin free, house the Detective Bureau, crime lab and showup room. A new building, which will replace the venerable Fifth District, is designed to look like a well-tailored one-story ranch house instead of a police station. "I think it will invite people in," Schrotel murmurs, studying the architect's rendering.

The new Fifth District will include another innovation. Schrotel, a man with an infinite capacity for taking pains, once examined the notes made by some of his patrolmen at roll call. The country over roll call consists of a new shift lining up for inspection. The men scribble notes on missing persons in the area, stolen cars and other

CONTINUED ON PAGE 91



TOM EWELL, CELEBRATED COMEDIAN

"You can lead a man to whiskey," says Tom Ewell,



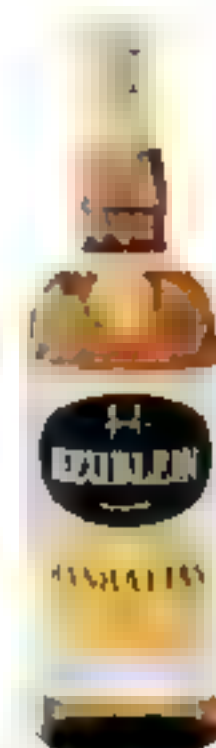
"but he may prefer a cocktail"

Some guests hesitate to ask for a cocktail. But let them spot a bottle of Heublein Manhattans and watch their eyes light up. On-the-rocks? Pour it right from the bottle, like whiskey. Heublein Cocktails are full strength to allow for ice dilution. They are made of choicest liquors, perfectly proportioned, expertly mixed. Uniformly excellent, first to last. No considerate host should be without them. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

MANHATTANS, 65 PROOF • EXTRA DRY MARTINIS, 75 PROOF • VODKA MARTINIS, 70 PROOF • AND 7 OTHER POPULAR KINDS

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COCKTAILS**

FULL-STRENGTH • READY-TO-SERVE



At the convention...

America's business leaders are wearing wool



Arrival of delegates from Northern and Southern territories—finds both in agreement on traveling in coats of wool. The unique insulation wool provides is the surest way to be comfortable—come wind, rain, or sudden freeze. Showu, a classic polo coat of wool and a topcoat of distinctive wool herringbone.

At the speaker's table, the new lightweight worsted dinner clothes get a big hand. Mere ounces on the shoulder, they have made going formal a pleasure. And because wool is such a resilient fiber, they're never constricting or confining, always comfortable.

Recently, when several hundred business leaders convened, it was noted that every man present wore wool.

This, of course, reflects the sound judgment of top-level executives. They are aware that the authentic richness of wool is a definite business asset—that the impeccable way wool tailors speaks well for their discerning taste.

They report, too, that traveling with wool suits helps keep luggage to a minimum. For wool clothes have a natural insulation that prepares you in advance for whatever direction the temperature takes.

Also lightening your travel problems is the fact that a wool suit can work late into the night, then reappear the next day, looking crisp and fresh.

For the well-groomed look that's synonymous with men in the top echelon—there's nothing like wool, the real thing!



How America is dressing



Setting the agenda, these two executives look freshly groomed after traveling from distant points. The reason—their worsted suits of 100% wool. Wool's stamina can take the longest journey... shake off travel muss overnight because of its unique bounce back.



nothing measures up to **Wool**



Men's clothes shown are in fine American-made wools and worsteds, available at leading stores everywhere. For further information, write WOOL, Dept. L-10, 420 Lexington Ave., N. Y. C. 17.

Sponsored with ASPC

Are you cooking the "hard" way?

Check the "Live Better Electrically" scale and see

If you don't rank as high as you expected to on the Live Better Electrically cooking scale, don't be too unhappy. So many new electrical cooking aids have been developed recently. They make your cooking easier, faster, cleaner, cooler — yes, and better-tast-

ing, too, because they take the guesswork out. Visit your local dealer or electric utility and see the fabulous new electric ranges and appliances that help you cook better electrically. You'll be pleasantly surprised when you learn how easily you can buy them.

How many of these electric appliances do you own?

Circle total here

Here's how you rank!

- Electric Range
- Wall Oven
- Counter-Top Cooking Unit
- Electronic Oven
- Refrigerator-Freezer
- Dishwasher
- Full HOUSEPOWER
- Work-Surface Lighting
- Adequate Ceiling Lighting
- Waste Disposer
- Broiler-Rotisserie
- Coffee Maker
- Mixer
- Automatic Skillet
- Enough Outlets
- Grill
- Ventilating Fan
- Juicer
- Toaster
- Saucepan
- Electric Pressure Cooker
- Deep-Fat Fryer
- Food Blender
- Casserole
- Timer
- Ice-Cream Freezer
- Hotplate
- Waffle Baker
- Chafing Dish
- Heating Tray
- Portable Barbecue
- Meat Slicer

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19
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14
13
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Dinner Duchess!

High 'n mighty happy are you! You're ruling the kitchen the royal way — with electricity — and the results are really regal.



Culinary Countess!

You're a cook with almost everything in the book . . . no wonder you're living it up . . . Living Better Electrically in countless ways



Lady in Waiting!

You've had a taste of the nicer things — but don't waste yourself here! There's more in store electrically . . . for you!



Galley Slave!

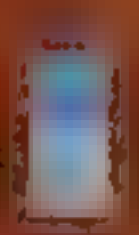
You're not emancipated — just a notch above a drudge — unless, of course, you have a modern electric range!



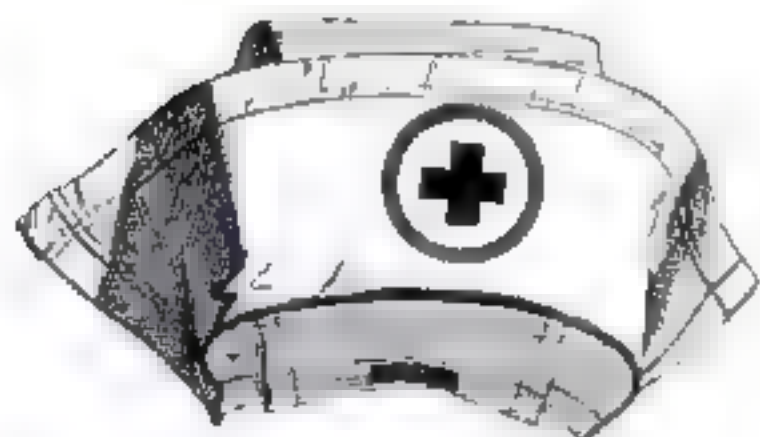
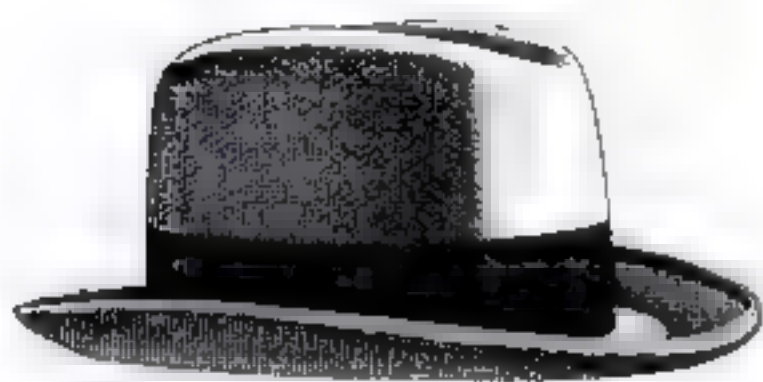
LIVE BETTER
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Look for this seal in other advertisements for products to help you Live Better Electrically



WHATEVER YOU DO



Whatever your need in an adding machine, you'll find Burroughs makes one with just the right features, functions and price for you. Most complete line in the business, featuring 3 basic styles: full-keyboard Director, economy-buy Thriftline, compact Ten Key. Which for you? Call our nearby branch or dealer for a demonstration. Burroughs Corporation, Detroit 32, Mich.



"BURROUGHS" REG. TM.



CHECK-BACK on recipient of traffic ticket is made by Assistant Chief Jacob Schott, head of Inspection Bureau, Joseph Vormohr (center), who said ticket was his first in 45 years' driving, reported police were courteous.

POLICE AND CRIME CONTINUED

depredations before they go on duty. Schrotel inspected the notes thus made and discovered they were largely illegible. The result was the incorporation of an idea borrowed from the Air Force: a briefing room where the shift coming on duty can sit down in writing-arm chairs, listen to and record the district's current crime report.

Far more important is Schrotel's introduction of a system of constant back-checking to determine why whatever may have gone wrong did so, and how whatever went right can be improved. This is done by the Inspection Bureau, headed by Jake Schott, now a lieutenant colonel. Assisted by Captain Tolbert Francis, he spends a month each year in each district, checking everything from the condition of the blackboard, the clutches in the scout cars and degree of neatness in the captain's office to the activity of each patrolman in giving traffic tickets. The bureau also reinvestigates closed cases, simply to determine whether what was done might not have been improved. It even interviews a cross section of the people to whom the district has recently given traffic tickets and asks them whether they think they were treated politely and were ticketed fairly. (The answer almost invariably is a shamefaced "yes.") It is as much on the alert for patrolmen who give too many traffic tickets as too few. In either case the prescription is likely to be several sessions in the training school.

One man to a car

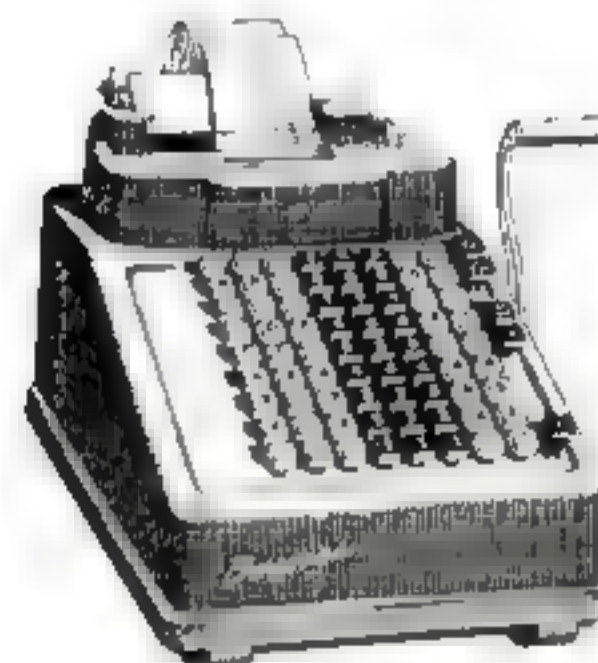
A POLICY which Schrotel inherited but which he has imbued with a new meaning is the economical use of manpower. The entire department consists of 956 men, which means that when the clerks and other inside men, men on sick leave and vacations are deducted, there are at most 122 men "on the street" to patrol the city during any one shift. Consequently Cincinnati is almost entirely patrolled by car, but only one man to a car.

This places it in contrast to almost every other large U.S. city where two men to a car is regarded as mandatory. The professional thinking on this question goes like this: while two men are obviously more costly in manpower they can operate with far greater efficiency and personal safety than a lone policeman who at any moment may be directed by radio into a trap in which he will be hopelessly outnumbered. But the counterargument goes: working together, two men can distract each other by idle conversation and, when they encounter trouble, can invite disaster by depending too much on each other. Working alone a man thinks only of the job, and takes precautions. Besides, argues Lieut. Colonel Robert Klug, personnel chief who also heads the training department, a policeman can be trained to safeguard himself in any circumstances.

For instance, in Cincinnati a policeman is taught to approach any car he has stopped from the left rear, and if the driver seems to shrink

CONTINUED

THERE'S ONE FOR YOU



BURROUGHS ADDING MACHINES



Welcome, brother, if you're a Bourbon Man



To a Westerner, hospitality without Bourbon
is like a handshake without warmth.
Old Hickory shows you why.
Great Bourbon enriched by extra years.
The best friend ice ever had.
With it you rediscover Manhattans,
make Old Fashioneds new.

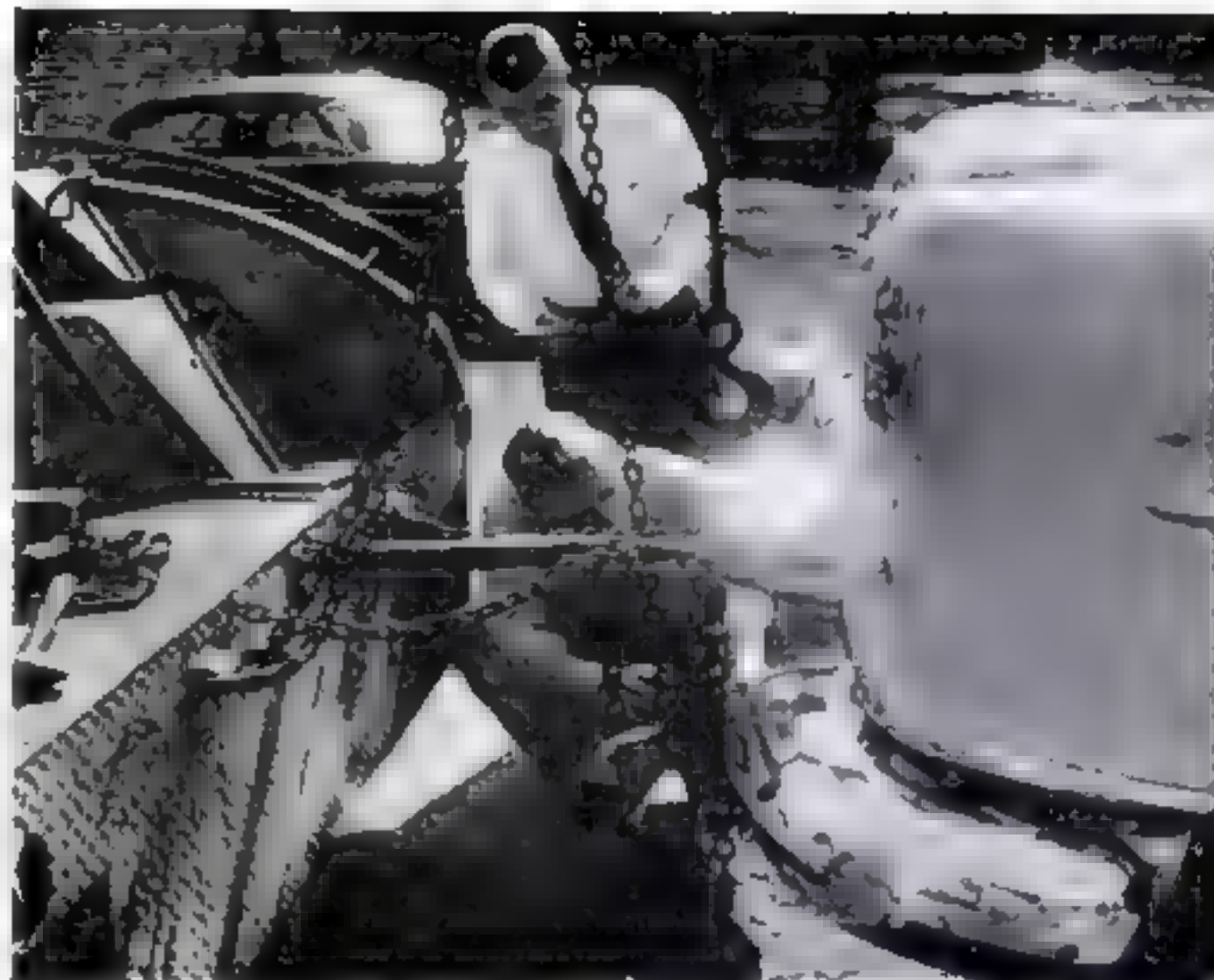
OBSERVED IN THE BEST CIRCLES

OLD HICKORY

Straight **BOURBON** *Whisky*

SIX YEARS OLD

36 PROOF • ALSO IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLERS COMPANY • PHILA., PA.



ROUTINE WORK for police cadet includes inspecting cars towed in for parking violations and frees a regular cop for more complicated chores.

POLICE AND CRIME CONTINUED

into the shadows or behind the door post the officer must ready his gun and demand that the driver get out of the car and submit to a hands-to-carside search. Upon occasion this infuriates an otherwise exemplary Cincinnati burgher who may have taken one Scotch too many at the country club and finds himself being frisked like a holdup man. But it helps make it possible for the department to put twice as many cars on patrol as it would if it had to man each with two patrolmen.

Two years ago Schrotel took another unusual step to conserve manpower. This was the institution of the "cadet" system, originated in Milwaukee in 1952. A Cincinnati police cadet is a high school graduate at least 17 years old, and preferably 18, who has passed the physical and mental examinations for a full-fledged patrolman and wants to become one. As a cadet he works a full shift in the station house, mainly doing clerical work. He wears a uniform and receives from \$70 a week the first year to \$85 the third. When he is 21 he can become a patrolman if he passes the competitive tests. This not only frees a seasoned patrolman from petty chores but, more importantly, it enables the police to compete on something like an equal basis with private industry in the annual quest for the minds and talents of the younger generations.

One reward the neophyte is assured of on the Cincinnati force is a variety of police experience. Schrotel is an ardent enemy of specialization, preferring instead to have a department in which most of the men can handle most of the duties. "Let a man become a homicide expert and nothing else," he said recently, "and the first thing you know he can't be bothered investigating a traffic death, even if the accident should happen right in front of him."

A high level of service

RECENTLY Schrotel was asked whether he felt his policies could be applied with equal success to other cities. A modest man, he said he did not think so. "Cincinnati has an atypical climate," he said. "There are no external pressures on the police. The populace wants a high level of police service, and they are attentive to the suggestions of those with special skills in the enforcement field." But a number of other police authorities disagree, holding that Schrotel would do a good job anywhere. A great improvement could be made in many a U.S. city, it has been argued—always assuming the citizenry want an improvement—by the adoption of the Schrotel methods, conscientiousness and attention to detail.

Nowhere is this last more evident than in Cincinnati's handling of traffic violators. The well-schooled Cincinnati motorcycle man's approach to an offending motorist would stun citizens of most cities. He is taught to get off his cycle and approach the car without swagger or cockiness, never to lean on the door or to put a foot on fender or bumper. He must address the driver as "sir" or "madam" and preface his announcement of the driver's offense with a pleasant "Good afternoon," or "How do you do, ma'am?" and tip of the cap. He is to hold conversation to a minimum and in asking to see the driver's license must never handle his purse or wallet, thus avoiding

CONTINUED



This Is Your Wife

How the telephone helps her to be five busy people

This is the pretty girl you married.

She's the family chef. And the nurse. And the chauffeur and maid.

And when she's all dressed up for an evening out—doesn't she look just wonderful!

How does she do it?

Of course she's smart and it keeps her busy, but she never could manage it without the telephone.

When the "chef" needs groceries, she telephones. Supplies from the drugstore? The "nurse" phones her order.

A train to be met? The telephone tells the "chauffeur" which one. A beauty shop appointment? A call from the "glamour girl" makes it easily and quickly.

Handy, ever-ready telephones—in living room, bedroom, kitchen and hobby room—mean more comfort, convenience and security for everybody.

Working together to bring people together... BELL TELEPHONE SYSTEM



**NO
FINER
FIT
AT ANY
PRICE**

You may be paying more. But... are you getting more? Are you getting Bestform's rich detailing, its luscious fabric... its really marvelous fit? Try Bestform the next time you shop. You'll have to agree: even if you'd paid much, much more... you couldn't look lovelier!

BESTFORM
GIRDLES AND BRAS

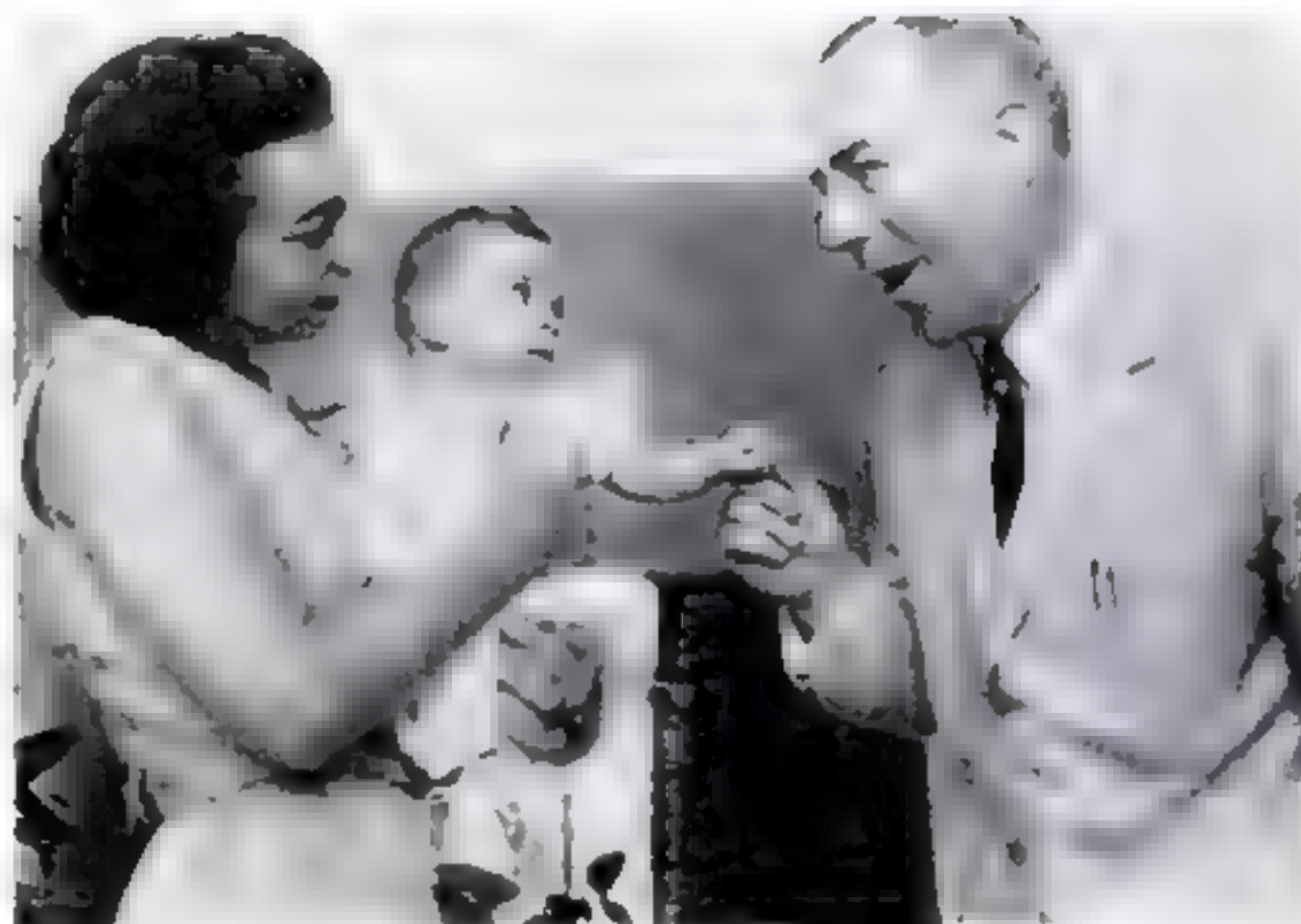
Make a date with
MURIEL®
the light cigar

Muriel scores big for real smoking enjoyment. It's the cigar made light, to smoke easy, taste rich, never heavy. Make Muriel the light of your every day.

**Never heavy
to your taste!**



MURIEL CIGARS 10¢ EACH



AT HOME Schrotel gets some time for his wife Betty and his adopted daughter Kim after day's work. Both Schrotel and his wife are lawyers. Schrotel got his degree in night school before he became chief of police.

POLICE AND CRIME CONTINUED

any appearance of having taken anything from the purse, such as a conveniently placed \$5 bribe. It is not unusual for the department to get fan letters from citizens saying how nice the policeman was when he ticketed them for speeding.

But if there are complaints about an officer, Lieut. Colonel Guy York, who heads the 98-man traffic detail, sends a sergeant out with him for hours to observe his manners. His mistakes are ticked off on a long check-list especially provided for the purpose.

It has been so many years since the department found a traffic man taking bribes from motorists that York cannot remember when it happened—or even the last time a citizen claimed a policeman had broached the subject. Cincinnati knows its traffic cops are honest because Cincinnati is a place where judges, assistant police chiefs, and even illegally parked police cars, get ticketed.

Some months ago a traffic officer stopped a teen-ager for speeding. "Your name?" he inquired.

"John Schrotel," said the younger son of the policeman's boss.

"Sounds familiar," said the traffic officer noncommittally and wrote out a ticket. Schrotel appeared with his son in court and experienced the administration of justice from a somewhat new angle.

Schrotel's present wife, Betty, broke into the news shortly after their marriage in 1947 when city hall reporters discovered that the Schrotels did not drive to work together although she too was then working at city hall, as a lawyer in the district attorney's office. Schrotel had been leaving their home every day in his police car to drive to city hall, while Betty took a bus to the same place because a departmental regulation established that women could not ride in police cars. This was ultimately relaxed for Schrotel's benefit, although the question is now academic since, with the adoption of a baby girl last summer, Mrs. Schrotel has forsaken her law career. At the time she was a little piqued. "However," she said recently, "I must say I admired his honesty—even on rainy days."

So did the rest of the city.

NEXT WEEK: YOUR CHANCES OF GETTING JUSTICE IN COURT

The third instalment of this series takes up criminal law and courts in the U.S. It has always been part of the American credo that equal justice is done under the law, but there are some surprising and disquieting disparities: in penalties stipulated by differing laws in different states . . . in the severity of sentences handed down by individual judges . . . in the degree of efficiency of court administration, which may help or hinder a defendant . . . in the supply of competent criminal trial lawyers. Only a few states have reorganized their judicial systems to improve the quality of justice rendered and the article analyzes California's experience as a pioneer in this field.

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taper-toe
fashions
you
want



Romano



Futura

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America's most famous
FIT and COMFORT

If you had your shoes custom-made, they couldn't be smarter or feel more comfortable than today's ENNA JETTICKS. They have the slim, tapered look you want, plus specially-designed toe-room comfort and unrivaled fit. See them, feel them, try them on at your favorite store carrying ENNA JETTICKS.

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Enna Jetticks
The Shoes You Love To Live In

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Some Styles \$11.95



ADMIRING CHANDELIER (upper left) in a shop in Madrid. Stylist William J. Bell (left) and Designers Earline and John Brice decide to buy it. It cost \$9,

is shown opposite with fabrics it inspired. In the same shop they also bought a decorative iron fork for 77c which suggested the fabric *Escadrille* (opposite).

FABRIC WITH FOREIGN FLAVOR



A world tour inspires American designs

Fabric designers are likely to look almost anywhere for new ideas. A few years ago they discovered the abstruse world of science and began to use mathematical formulas as decorative devices on upholstery and curtain materials ("Mathematics by the Yard," LIFE, Nov. 1, 1954). Now for a stunning new group of fall fabrics they have been inspired by such things as a Spanish brazier, a Danish pot, an Indian headrest.

These new designs come out of a round-the-world trip taken for Celanese Corporation of America by Stylist William J. Bell and Design-Consultants John and Earline Brice. Their purpose was to find interesting objects that would provide new approaches for U.S. fabric houses. The team visited seven countries, bought 90 items ranging from a couch for \$184 in Denmark to 21c kite sticks in India. Displayed in the U.S., their purchases have moved 25 manufacturers to produce 60 new fabrics.

Spain was an especially rich source of ideas. Opposite are eight fabrics that are Spanish not only in ornamental motifs but also in texture and in their muted, almost somber coloring. Seven of the objects which influenced their design are shown with them. On page 98 are the witty fabrics Denmark inspired. With them is the elegance that India contributed to a U.S. that is heading now toward formal, sumptuous interiors.

STUDYING BRAZIER at El Rastro, Madrid's secondhand market, designers decide it is cheap at \$34. It is opposite with *Mosque*, one of the fabrics it inspired.



WARES FROM AFAR, such as those from Spain, inspire new fabrics for curtains, upholstery and slipcovers. At left, from top to bottom, are sheer *Fandrillo*, a design taken from the wrought-iron Spanish coal fork (foreground); floral upholstery fabric inspired by tin bouquet on table; *Madrid*, whose scrolls come from Spanish chandelier (upper right). In center are *Serille*, inspired by chandelier,

red medallion upholstery fabric adapted from Spanish clock and medallions in Spanish shelf (right foreground), sheer white fabric with stars similar to those on Spanish brazier table. At right are *Mosque* (top), a design taken from inside of copper brazier, and *Granada*, which combines the shape of primitive Spanish leaf-shaped stool and the Spanish rail-on shelf. Fabrics cost from \$3 to \$9 a yard.

CONTINUED



DANISH BIRD found in Den Permanente Shop in Copenhagen cost Mrs. Brice \$225. It inspired the shower curtain and towels on opposite page.

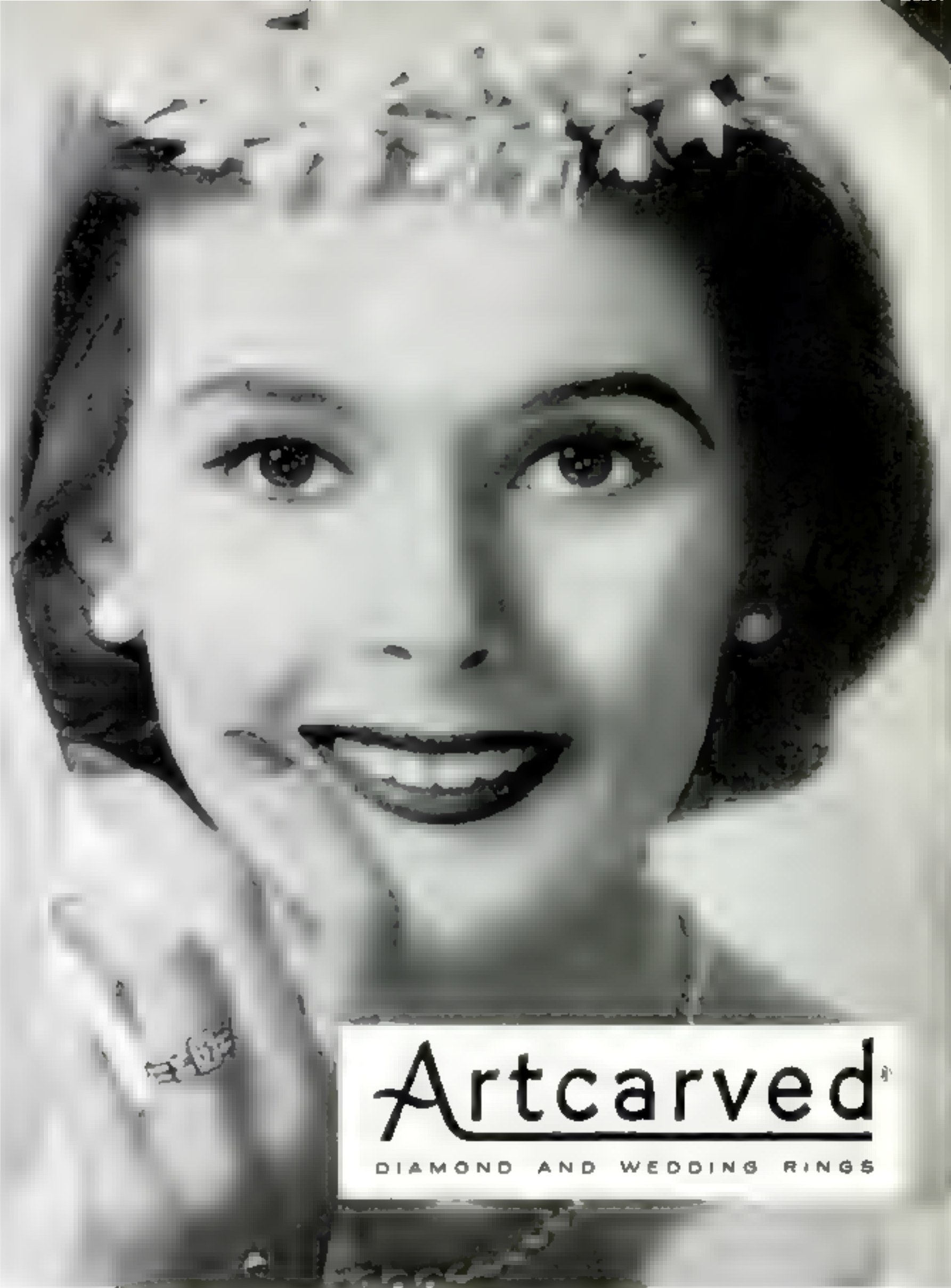
WIT AND GLITTER

In Denmark the trio bought ceramics and decorative wooden objects. American designers responded to the wit and whimsy in such things as the Danish bird with tail feathers of wheat. They also took to the wonderful blue-green traditional in Danish pottery.

The 10 days the travelers spent in India produced 19 fabrics, the largest number derived from any one country. The Brices found that the Indian people love a look of luxury and show it even in the simplest things they make. Hand-woven fabrics, carvings and ceramics are rich in exquisite and complicated detail. Even the 21¢ kite sticks that Indian boys collect inspired a fabric laced with gold and glitter. While the Danish-inspired designs are done mostly in homespun and tweedy fabrics, the Indian are done in satin and elegant sheer cloths.



INDIAN BOTTLES made of bright felt have medallion in front covering a compartment which holds ice to cool water. The Brices bought four for \$37.



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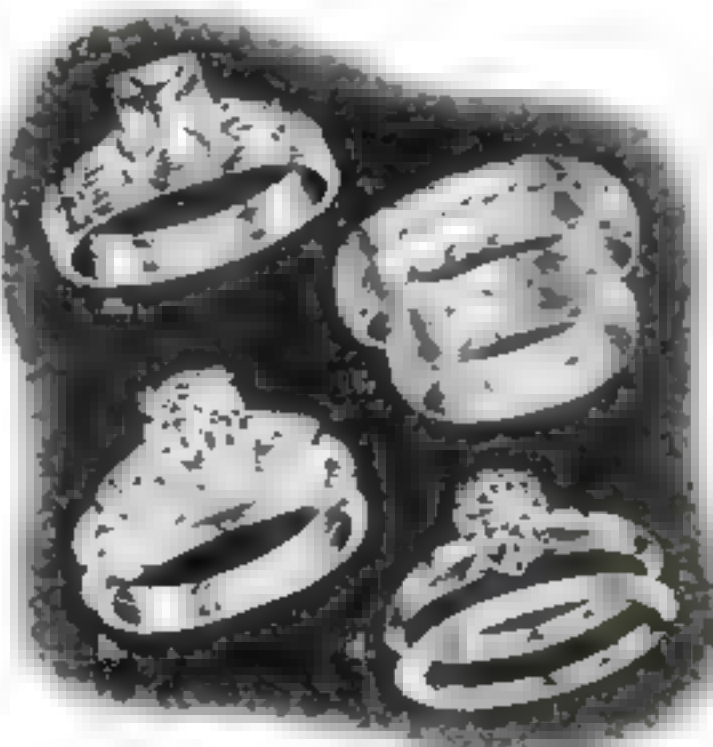
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Should your child go into Food Retailing?

The retail food business is the biggest, fastest growing industry in America. In less than three decades the number of its employees has doubled and sales volume has quadrupled. Such growth has created enormous opportunities for new people to rise in food retailing.

by L. V. EBERHARD

President, Eberhard Foods, Inc., Grand Rapids, Michigan

(As told to DONALD ROBINSON)

SOME YEARS AGO, a friend of mine got a job as a helper in a Florida food store. Those were rough days in the food business, and his pay was only fifteen dollars a week. But not for long. My friend was a bright young fellow and he was quickly promoted to be manager at thirty-five dollars a week. A year later, he was getting forty-five dollars, plus a percentage of all the sales. Then he made an important decision. An ambitious chap, he decided to go into business for himself.

Scraping together his pennies, my friend opened a small food store in Tampa. He worked very hard and soon he had two stores. After a time, he sold them and built a super market. Today, he has thirty-five super markets. Their sales exceed \$66,000,000 a year.

Horatio Alger stories of this sort are not unusual among the top men in food retailing. I know of few

fields in which so many persons have begun with nothing and gone on to real success in their own stores or by working up to the top in established companies.

The retail food business is the biggest, fastest-growing industry in America. In 1929, it had 723,407 employees and an annual sales volume of \$10,837,400,000. It now has nearly 2,000,000 employees and a sales volume of over \$48,000,000,000.

All available evidence indicates that this phenomenal rate of growth will go on at the same pace in the future. We are likely to have 30,000,000 more people to feed in the United States by 1975, and their needs will add up to a heap of eggs, milk, steak and other edibles, especially when you realize that the American people are devoting more and more of their income to food. From 1935 to 1939, they spent twenty-three percent of their disposable income on foods. In 1956, it was twenty-five percent.

This means that there is, and will continue to be, a vast demand for new people in the retail food industry. And that there are, and will continue to be, enormous opportunities for new people to rise in the food industry.

Figure it out for yourself. Over 2,500 chain and independent super markets will be opened this year alone. Tens of thousands more stores will come into being in the next few years. These stores will have to be staffed.

Personally, I cannot think of a more rewarding, opportunity-laden industry for an ambitious boy to enter. It is, to begin with, a truly important industry. After all, what can be more essential than helping people to eat better for less money?

The retail food industry has literally dedicated itself to this end and it has been accomplishing wonders at it. In 1933, the cost of warehousing, transporting and vending food took 24.5 cents out of every sales dollar. By concentrating on a principle of large volume, low profit margin and rapid turnover, we have succeeded in cutting this to 18 cents—a 25 percent reduction.

That the people of the continental United States have such a high standard of living—eating better than any

other nation on earth—can be attributed, in large part, to the miracles that have been performed here in lowering the cost of food distribution.

This is being increasingly recognized around the world. Recently, for example, the Government of the Commonwealth of Puerto Rico became seriously concerned about the prices of food.

What did it do?

It promptly invited several American food market operators to come down and demonstrate their modern methods of "selling lots for little." As a result, numbers of American-type markets are springing up in Puerto Rico, and the people there are eating far more for far less.

Food retailing has its other satisfactions. It has done much, for instance, to ease distress among farmers. When serious surpluses occur in various farm commodities, food retailers join hands in nationwide campaigns to dispose of the overproduction.

Inside their own communities, food store men enjoy an unexcelled opportunity to render service. And not just as a business proposition.

On hundreds of occasions, food stores have distributed supplies free among flood and disaster victims. I know of a store which put its only truck at the service of a nearby flood-ravaged town for days, moving the personal property and furniture of the flood victims to safety. I can cite countless cases in which food store men have materially assisted local charity drives, community betterment measures, and "Get Out the Vote" moves. One store I know goes so far as to sponsor a highway safety program for young bicycle riders. Another gives away a porterhouse steak to each blood bank donor.

Understandably, food retailers stand high with their neighbors. It is no coincidence that so many of them have been elected mayors of their towns.

The work itself is fascinating. I say that from experience. Food retailing is a lively business where you are in contact with all types of people. It is a very interesting business, too. Every day wonderful new products arrive. You have the fun of introducing them to your customers. Think of frozen foods. A few years ago, they were virtually unknown to the general public. Now they are household bywords.

Even eggs are being modernized. We'll soon be selling them without shells. A machine has been invented which can actually crack the shells and neatly drop the contents into one dozen cup-like compartments in a plastic box.

As a friend of mine said, "You never know what's coming next in the food business."

The fact is that there is a revolution underway in food retailing. Nowhere is it more apparent than in the stores themselves. A store thirty feet wide and sixty feet deep used to be regarded as unique. People called it "a big store." Now, stores cover as much as 50,000 square feet.

No more do they have to be musty and crowded. The vast majority of new ones are spotless, air conditioned, brilliantly lighted, with wide aisles, gaily colored walls, glittering display fixtures and music in the background.

Once an inventory of 1,000 items was extensive. Now many stores stock 7,500 different items. And not only food. Many carry gifts, housewares, toys, magazines and clothing.

The industry offers newcomers an assortment of 249 different positions. They range from moving stock to managing stores, from warehousing to advertising. Usually, new men are trained on the job. In larger stores they may start as stock men or clerks and learn how to handle, display and order merchandise. Later, they may be put in the produce department to get acquainted with fruit and vegetable problems. After that, they may go into the meat department.

If a newcomer shows aptitude, he is likely to be promoted in short order to department head, to assistant store manager, to store manager and on up in the firm. The industry is expanding so rapidly that promotions come quickly.

In my company, I have seen a young man, with no previous experience, get to be a store manager in charge of a \$1,000,000 business in less than twelve months.

Most food store operators make it a practice to fill top

positions, wherever feasible, from within their own organizations. Just recently, a survey was made to see how effective this policy has been. It was learned that seven out of every ten food-chain executives came up through the ranks.

From the bottom up, the pay is excellent. In many food stores, a college graduate can—in most parts of the country—expect a beginning salary of \$4,200 a year and possibly as high as \$5,500. After five years, he should be earning a minimum of \$6,000 and perhaps as much as \$11,000. After ten years, if he keeps progressing, his salary should range from \$10,000 to \$18,000. Beyond this, as owner, partner or member of top management, a man has virtually unlimited opportunities.

Owning your own business is possible with surprisingly little money. When I started my first store, all I had for capital was twenty-five dollars and a sack of sugar. That tiny store has since grown into ten super markets with a \$17,000,000-a-year volume.

Before branching out on his own, however, a young man will want to weigh carefully the relative advantages of working for an established organization or of owning his own business. The would-be proprietor should be sure he is qualified, in temperament and experience, to assume the wide variety of responsibilities confronting the owner of a food store in today's dynamic food distribution industry. Many high school and college graduates today find they prefer the greater opportunities for specialization, the wide variety of insurance and pension benefits, and the regular hours offered by employment in established companies.

Of one thing I am sure, the opportunities and rewards are great for ambitious, capable young people who decide to make food distribution their career—whether as employee or proprietor.

It is true that the capital requirements for an average volume super market may run from \$220,000 to \$300,000 today. However, with the cooperation of a friendly wholesaler, a knowledgeable young man can start a neighborhood food store at an outlay of a few thousand dollars. If he picks the right location and is a smart businessman, his trade will grow and he'll soon be burgeoning into the super market class.

As you can see, I'm very fond of food retailing. I cannot deny, though, that it has some bad points. For one thing, the hours tend to be a bit longer than in other fields. Although most store employees are on a forty-hour week, executives, as in other industries, may put in ten, twelve and more hours a day. They may work a few nights a week, and some Saturdays.

And because competition is intense, you are continuously under pressure from your customers, from your superiors and from your subordinates.

To make a successful career of food retailing, a boy should: 1—Be good at figures. 2—Be neat and well organized. 3—Be interested in food. 4—Be a friendly lad who likes to rub shoulders with people. He may have thousands of different persons going through his store each week and he has to make them feel at home. 5—Be willing to accept responsibility. 6—Have imagination. It is vital to food merchandising. 7—Be able to work under pressure. And, 8—Revel in competition.

A boy can enter food retailing after two years of high school and, if he is persevering, do well. As a rule, a high school diploma is a prerequisite today and a college degree desirable.

The broader his education, the more equipped a boy will be to learn the business, and the higher will be his starting wage. Most preferable would be for a young man to take a regular college course in food retailing. Michigan State University gives one, leading to a bachelor's degree, and other universities have or are contemplating similar programs. Scholarships can be had at Michigan State. Many companies also award scholarships, good at any college, to promising school boys who have worked in their stores.

I would certainly urge any boy considering food retailing for his career to get a part-time or a summer job in a food store. This is the best way to find out whether he's suited for it.

It's a great life, food retailing. My sons are in it, and I hope their sons will be in it, too.



L. V. Eberhard, author of this article, discusses with his store managers how a new package design, together with effective store display, can increase sales of a product. Meetings like this of the managers of Mr. Eberhard's various stores are a regular weekly procedure.



HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.

Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.

Your New York Life agent has chosen as his career the business of helping families plan for the future—for education, for retirement, for all the things which life insurance helps make possible. Through training and experience he has become a highly qualified specialist. You'll find him both able and willing to help you.

Booklets available on many careers

This article on Food Retailing is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing, Atomic Science, Librarianship, the Armed Forces and Engineering. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:

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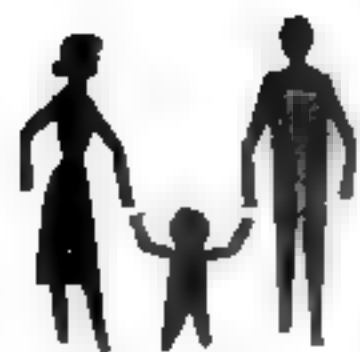
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AT A PARTY IN HIGH SCHOOL GYM MEMBERS OF TWO RIVAL NEW YORK GANGS HAVE BRIEF AND SMOLDERING TRUCE WHILE THEY GYRATE WILDLY IN A DANCE

Romeo and Juliet, Done in Gang Style

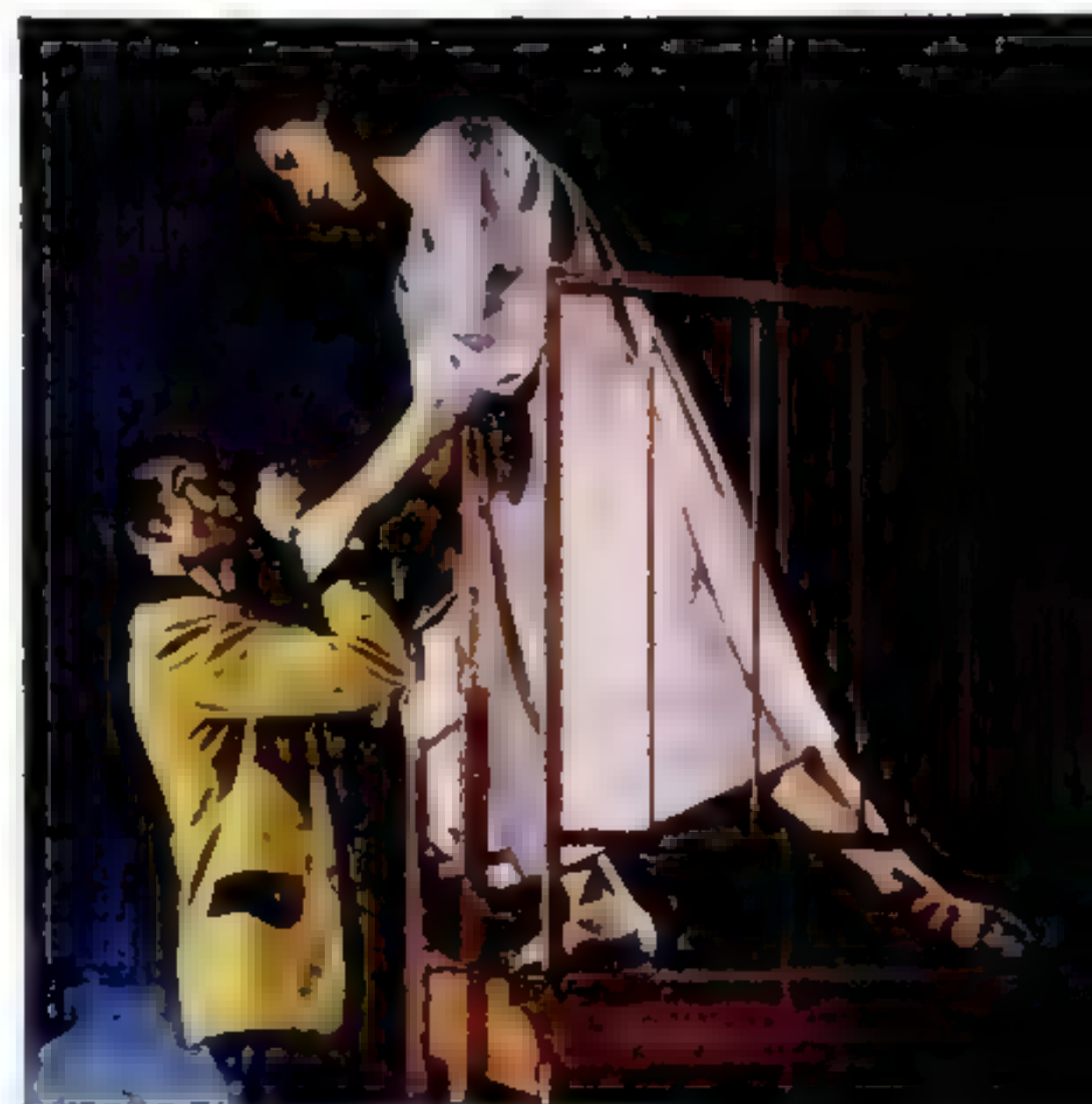
'WEST SIDE STORY' IS A FINE DANCING SHOW

Out of the timely but unlikely subject of juvenile delinquency the theater season's first big musical show has been expertly fashioned. Before opening on Broadway Sept. 26, *West Side Story* won warm praise in its Washington and Philadelphia tryouts, was even compared in theatrical importance to *My Fair Lady*.

Borrowing a bit from *Romeo and Juliet*, Author Arthur Laurents tells of two young lovers, Maria and Tony, trapped in the fierce teen-age feuds between Puerto Ricans and self-styled "Americans" in New York's upper West Side. Their ill-starred romance falls afoul a street war between Tony's gang and the rival gang

led by Maria's brother. Two days in the gang's history, with their bloody brawls, secret meetings and occasional parties (above), come vigorously to life in a series of fine ballets directed by Jerome Robbins.

The show, which is handsomely staged, relies mainly on almost unknown young performers who do better by the dances than by the vivid and varied songs of Leonard Bernstein and Stephen Sondheim. Though it has some trouble in dovetailing the comic and tragic moods of the play, *West Side Story* takes a crucial social problem and successfully converts it into moving, exciting entertainment.

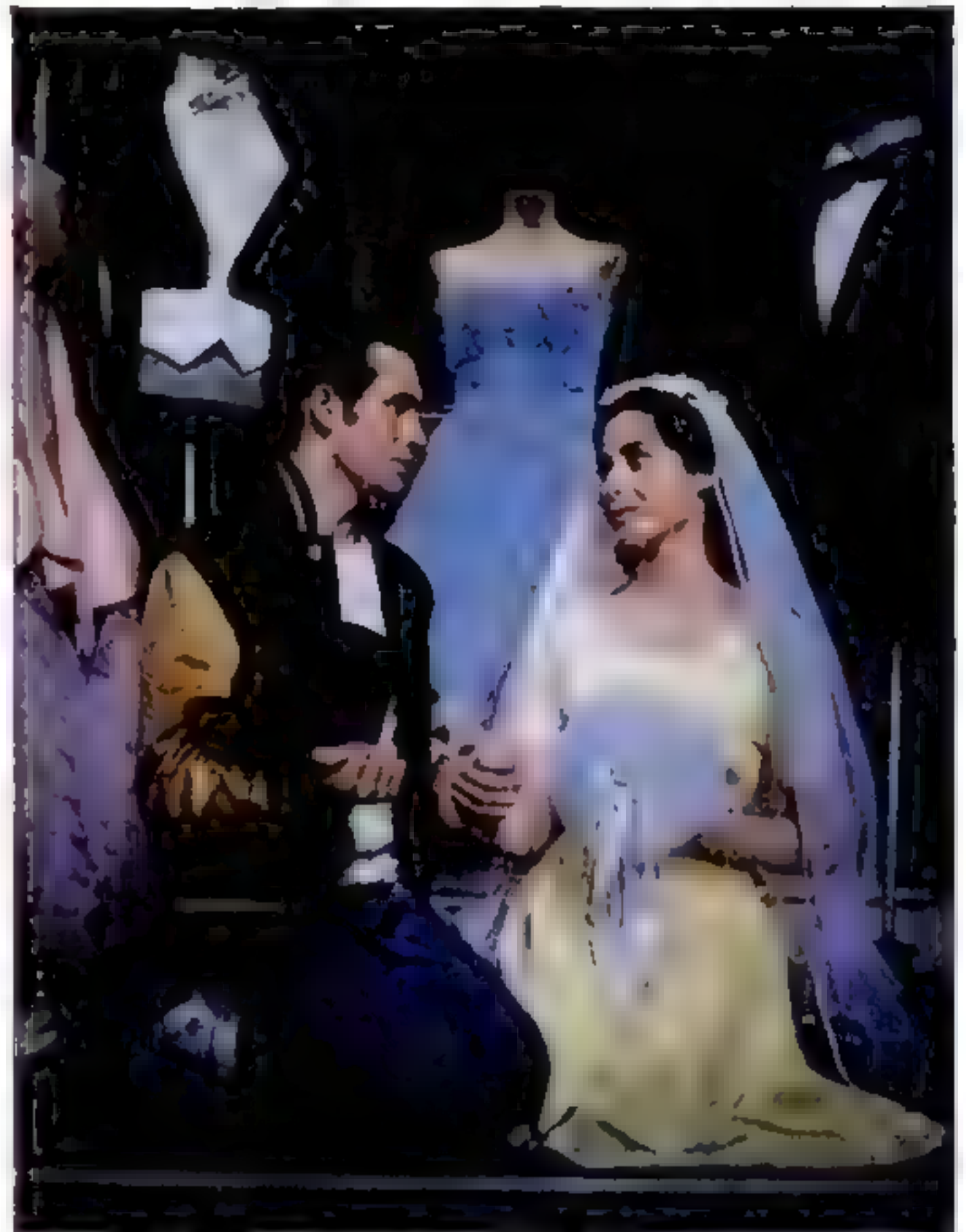


BALCONY SCENE is played on fire escape by lovers Tony and Maria (Larry Kent, Carol Lawrence).

CONTINUED



PRANCING PUERTO RICANS (Chita Rivera and Lane Plant) express their delight with living in the U.S. in a show-stopping comic song called *America*.

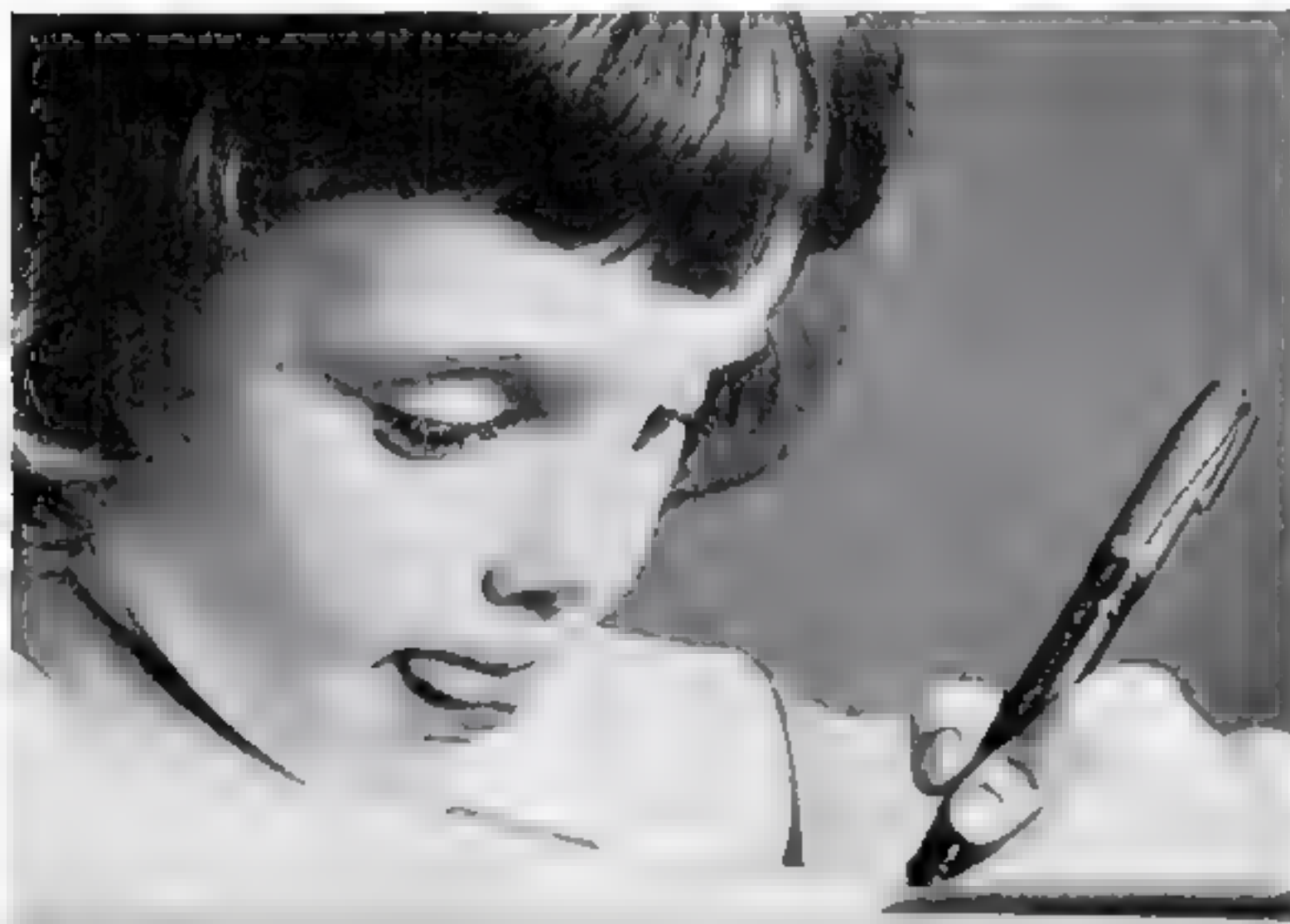


WISTFUL MOCK WEDDING is acted out by lovers who meet in a bridal shop where Maria works and make believe dress dummies are wedding attendants.

A PUERTO RICAN GIRL IS TAUNTED BY AN "AMERICAN" GANG WHEN SHE COMES TO WARN THEM THAT THEIR HERO, TONY, IS IN DANGER OF BEING KILLED



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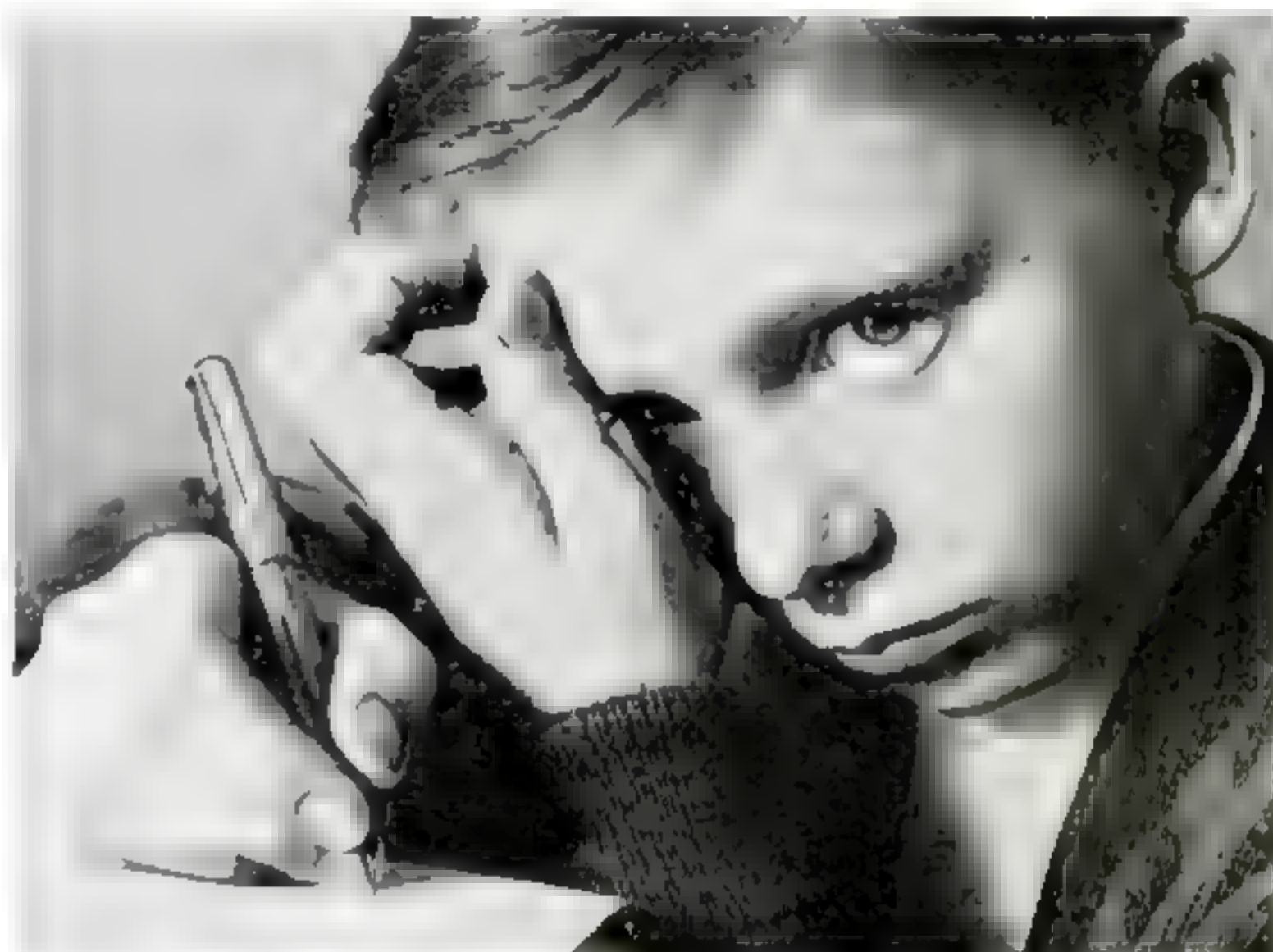
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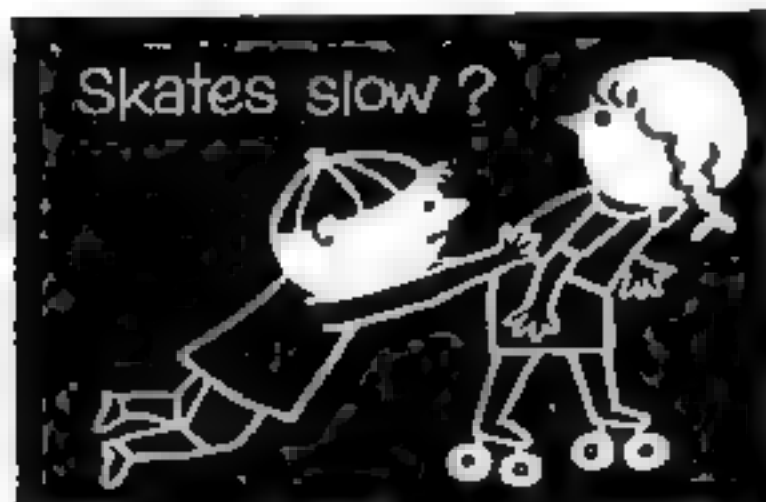
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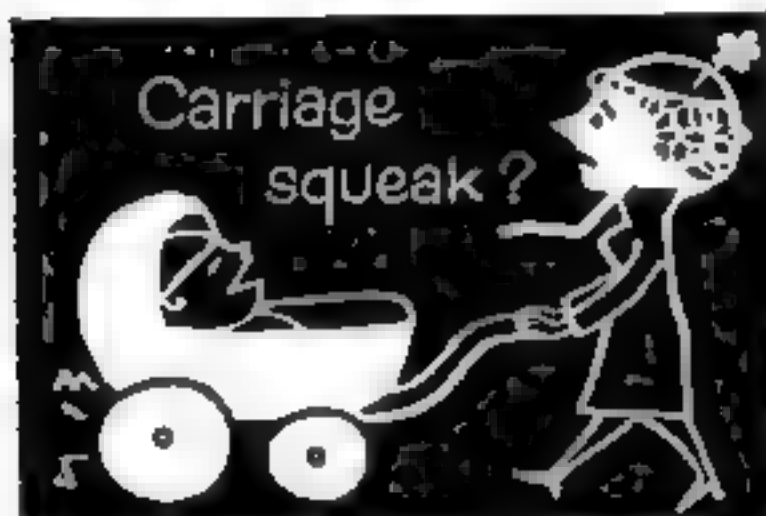


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Oil moving parts sparingly with clean-working "3-in-ONE." Penetrates difficult-to-reach places—doesn't gum up.

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New handy spray can for hard-to-get-at places.



DANCERS OF "WEST SIDE STORY," HARDLY OLDER THAN KIDS THEY PORTRAY, LEAVE A WASHINGTON REHEARSAL.

ROUGH TIME FOR ALL IN A TOUGH MUSICAL

Getting *West Side Story* ready for Broadway has been far more strenuous than it is for most musicals. The actors, who are mostly between the ages of 16 and 23, spent many extra days learning the tough, acrobatic dances that depict gang warfare. They have had to practice flying tackles, leaps from high fences and getting hit by sticks, bricks and bottles. Some of the actors, who have firsthand knowledge of street gangs and are eager to make the dances look authentic, have given tips to Director Jerome Robbins on how to stage a knifing. During the out-of-town tryouts there have been so many injuries that a doctor has been called at nearly every performance to treat the wounds.

There have also been some wounded feelings voiced by two Spanish newspapers published in the U.S. They complain indignantly that the show "denigrates" Puerto Rico, especially in the humorous song, *America*, that calls it "island of tropical breezes . . . island of tropic diseases."



DIRECTOR ROBBINS DRILLS HIS YOUNG DANCERS

DANCER WHO GOT HIT ON HEAD BY BOTTLE IS TREATED BY DOCTOR IN WASHINGTON THEATER DRESSING ROOM



CONTINUED

A Timely Warning

Danger signals are flying. Health authorities everywhere are girding for battle against an expected epidemic of Asian influenza, popularly known as "Asiatic flu." This new type of flu originated in the Far East and is traveling around the world at alarming speed. As a rule, flu epidemics flare up in cold weather but many thousands of cases have already been reported in this country.

How can you help fight the flu? What is the best "medicine" to employ? Well, the best medicine for any communicable disease like flu or colds is *preventive* medicine. The U.S. Public Health Service has taken prompt steps to have an "Asiatic flu" vaccine produced. When the vaccine becomes available to your physician, by all means consult him about an inoculation.

Meanwhile, remember these vital "do's" and "don't's."

First, the *don't's*: Don't get overtired. Don't overeat. Try to avoid contact with everyone who has "Asiatic flu" symptoms. These symptoms may include coughing, sneezing, sudden fever, headache, a "grippe-y" feeling all over and a scratchy, sore throat.

Now, the *do's*: Do get ample sleep and eat sensibly. Do drink plenty of water and wash your hands frequently. Keep regular. *Lastly and extremely important, remember that all respiratory disease germs have a common gateway into the body—through your mouth*

and nose into the vulnerable throat. It is in the warm, moist "climate" of your throat that germs lodge and multiply so rapidly.

Do you know how you can help protect yourself against these dangerous invaders? Do you know that you can bathe your throat and germ-catching tonsils by a deep gargle with a harmless home remedy? The remedy is Listerine. If Listerine is harmless to the delicate membranes of the mouth and throat, how can it protect you against respiratory disease germs? Well, strange as it may seem, while Listerine is kind to human tissues, it is extremely deadly to germs of all kinds.

You may wonder how this can all be true. But it IS true—scientific tests in any laboratory will prove that Listerine Antiseptic kills germs and viruses on contact by the millions in a few seconds of time. And carefully-controlled tests by physicians have shown that those who gargled twice daily with Listerine had far fewer respiratory infections than those who did not.

Get the habit of gargling Listerine at least as often as you brush your teeth . . . strike at throat infections *before* the germs get a foothold. *Lambert Pharmacal Company Division, St. Louis, Missouri.*

P.S. Reports have just been received from the bacteriological laboratories of a leading medical school that Listerine Antiseptic proves deadly to the new "Asiatic flu" virus on contact . . . just as it kills all known strains of bacteria found in the mouth.

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you select—from mild to strong!

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LOOK AT THESE OUTSTANDING FEATURES



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Stainless steel pump makes cleaning easier. Will not stick or corrode.

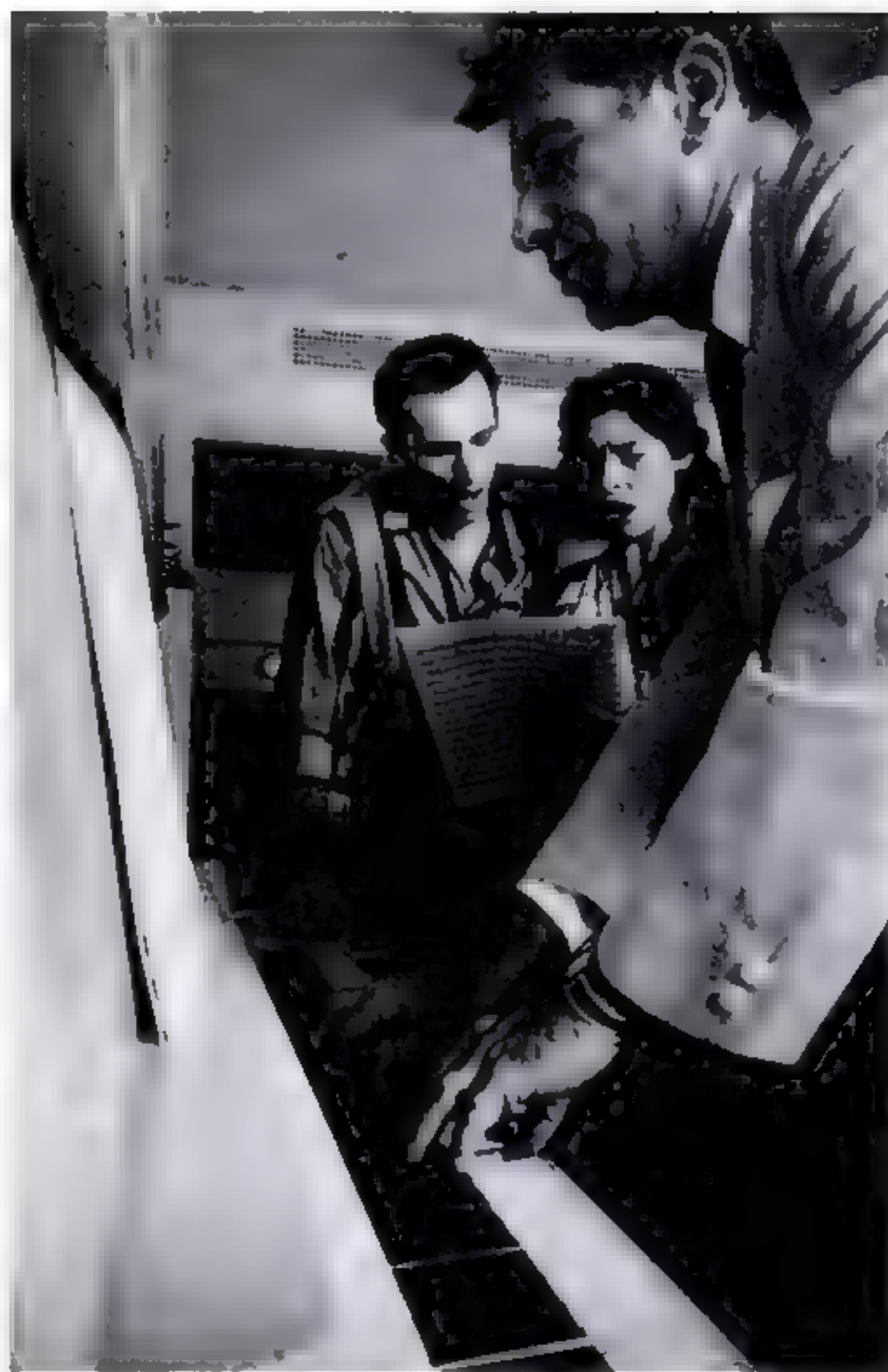
Enclosed quick-heating tubular element

Easy-to-see, easy-to-set strength selector dial. Signal light goes out when coffee is done.

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'WEST SIDE STORY' CONTINUED



BUSY COMPOSER Leonard Bernstein rewrote two songs for show after Washington premiere, rehearses one with Actors Larry Kert and Carol Lawrence. His witty, brilliant music for *Candide* got critical raves last season, but the show failed. His *West Side* music is more straightforward and commercial.



BUSY PRODUCERS of the show, Robert Griffith (left) and Harold Prince, talk over improvements for their latest production. As co-producers of *The Pajama Game*, *Damn Yankees*, and *New Girl in Town*, they have never had a flop, and from their past musical hits have grossed more than \$10 million.

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Surprise gifts to first 2,500 entries

JUST FINISH THIS JINGLE:

When a fragrance is perfectly right—
You can wear it both morning and night.
All products marked Tweed are just what you need.

(Print your last line, last word to rhyme with "night.")

FIRST PRIZE

Fly from New York to the "Heart of Paris", featuring an exclusive Brussels-to-Paris helicopter flight! 15 exciting days in Gay Paree! \$6000 Max Bogen mink coat! \$500 in cash! What a vacation for two!

419 OTHER EXCITING PRIZES



3 PRIZES

\$3100 Beautiful Caloric Youngstown Carefree Gas Kitchens, with built-in appliances and cabinets.



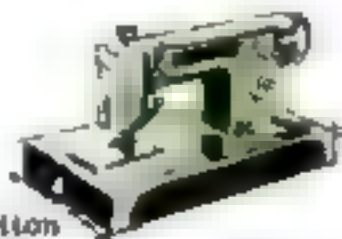
15 PRIZES

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10 PRIZES

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\$6000 luxurious and full, elegantly styled in their traditional manner.



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BOUQUET



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HINTS TO HELP YOU WIN!

Here's all you do! You can enter by using any one of these 4 Tweed products . . . Hair Spray, Shampoo, Bouquet or Bath Powder.

Try Tweed Hair Spray. Suddenly your hair looks and feels like naturally curly hair! No lacquer. No stickiness. Romantic Tweed fragrance. Beautiful boudoir bottle.

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Print your name, address and last line for the jingle. Use entry blank you get at your cosmetic counter or plain sheet of paper. Spray or sprinkle entry with Tweed Hair Spray, Tweed Shampoo, Tweed Bouquet or Tweed Bath Powder.

Mail to Tweed Contest, Box 8638, Chicago 77, Illinois. Enter often. Entries must be your original work, submitted in your name.

Last lines will be judged on originality, uniqueness, aptness by independent judges. Judges' decisions are final. All entries be-

come the property of Lenthier, Inc. None returned. Contest open to residents of continental U.S., except employees of Lenthier, Inc., affiliated companies, their advertising agencies and their families. Entries must be postmarked before midnight October 31, 1957. Winners will be notified by mail within 45 days. Duplicate awards will be made in case of ties. Subject to all Federal, state and local regulations.

Complete rules on entry blank at cosmetic counters.

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with 2 x 4 wall studs

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...you get all these in today's **National homes!**





The Jamestown Colonial Style National home featured in the October Good Housekeeping Magazine. Watch your newspaper for local showings.

Now! Many new designs in
four authentic styles created by
these great architects

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Now, for the first time, you can have a home designed by any one of four great architects . . . simply by choosing a National home.

Once you select the National home plan you desire, you can have your home designed by the architect you prefer . . . in Contemporary, Cape Cod, Colonial or Southwest Modern styling.

Furthermore, you can select the components to finish out the house the way you want it. For example, you can have either aluminum or wood windows, and you can specify the

exterior and interior wall covering, and floor covering. You can have a garage or carport, and a basement if you desire. Among the other components you may select are a fireplace, air conditioning, electric kitchen, automatic laundry, and bathroom fixtures and finishes.

All components in National homes are the finest brand-name materials and equipment, produced by the country's leading manufacturers. Because of their superior quality, National Homes guarantees for one full year, replacement of any latent defects in materials or workmanship.

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...takes a lot
of loving care

A little girl named Susan remarked the other day that Green Giant Brand peas taste "special-good." Thank you, Susie—there are some "special-good" reasons why you're right. We grow our peas from prize seed in the richest soil. Feed them a diet prescribed by plant doctors. Fuss over 'em like a hen over her only chick. Then we pick and pack them at the fleeting moment of perfect flavor. The Green Giant flavor—nothing else like it in the world of peas. How about pampering yourself with some? Tonight.

Choice of two family sizes: 17-oz. can,
serves 4 to 5; 8-oz. can, serves 2 to 3.

the one and only
GREEN GIANT PEAS
BRAND

Picked at the fleeting moment of perfect flavor





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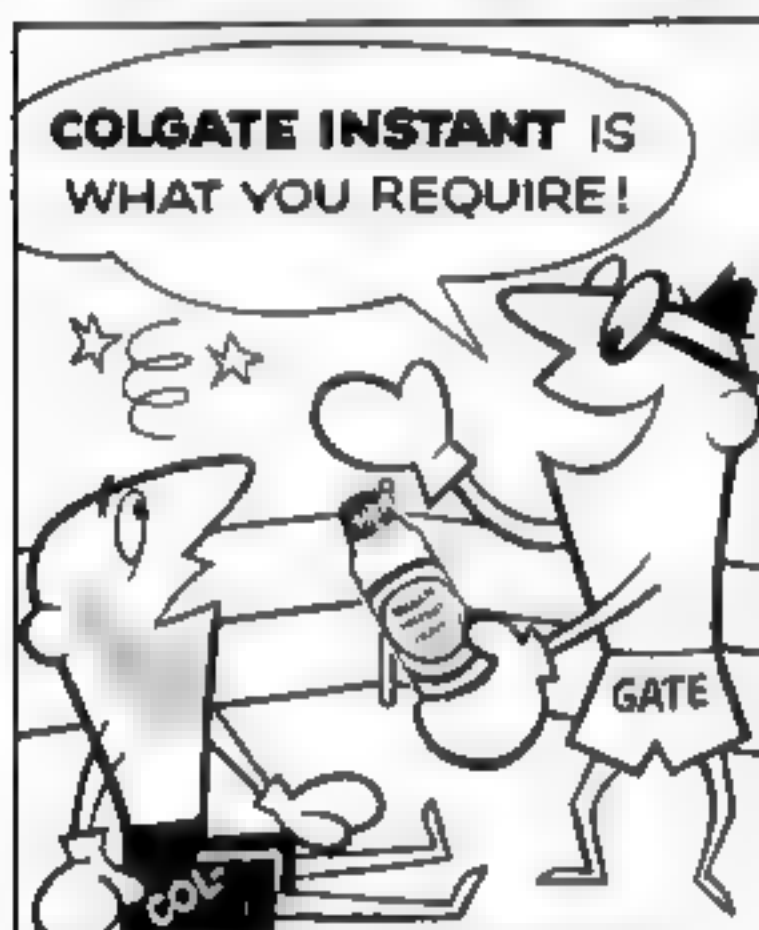
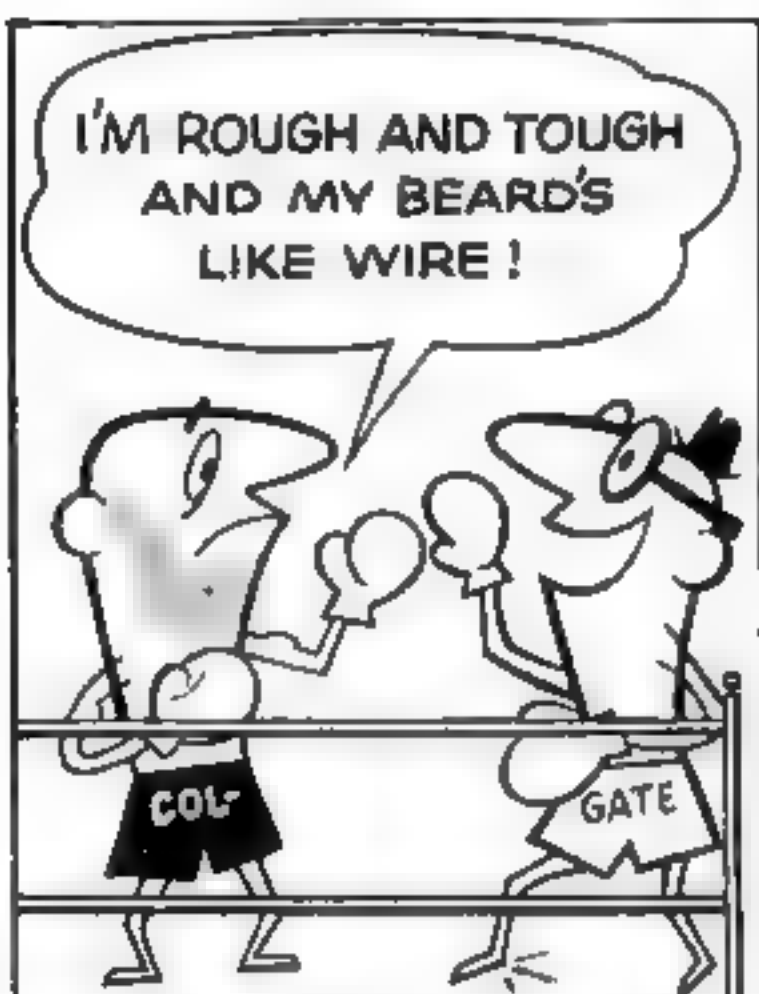
The U.S. Gives the Bag the Eye

The startling new "bag" silhouette shown widely in Paris last month (*LIFE*, Sept. 2) was greeted rudely in the U.S. with epithets like "sad sack," the "egg with legs" and with cries of protest from both men and women. Not since the arrival of the New Look in 1947 have so many women firmly declared that a style was not for them. But like it or not, it looks as though they are going to get it. Such hardheaded merchants as New York's Macy's and Ohrbach's, predicting the fashion will sweep the nation, have ordered 50% of their imports with the loose look.

In a modified form the bag has been evident and accepted in

the designs of the Paris couturiers, Balenciaga and Givenchy, for the past several seasons. In its current extremes it has several utilitarian advantages. Carefully unfitted, with wide shoulders and a narrowing skirt which ends just below the knees, it is easy to get into and comfortable to wear. It is primarily intended for those with slender figures and good legs. But it has the not-to-be-overlooked advantage of covering up minor figure flaws. As the first of the bags appeared on New York streets last week, it was obvious that not the least of its qualities was the ability—for whatever reason—to turn the male head (*above*).

ADVENTURES of COL and GATE



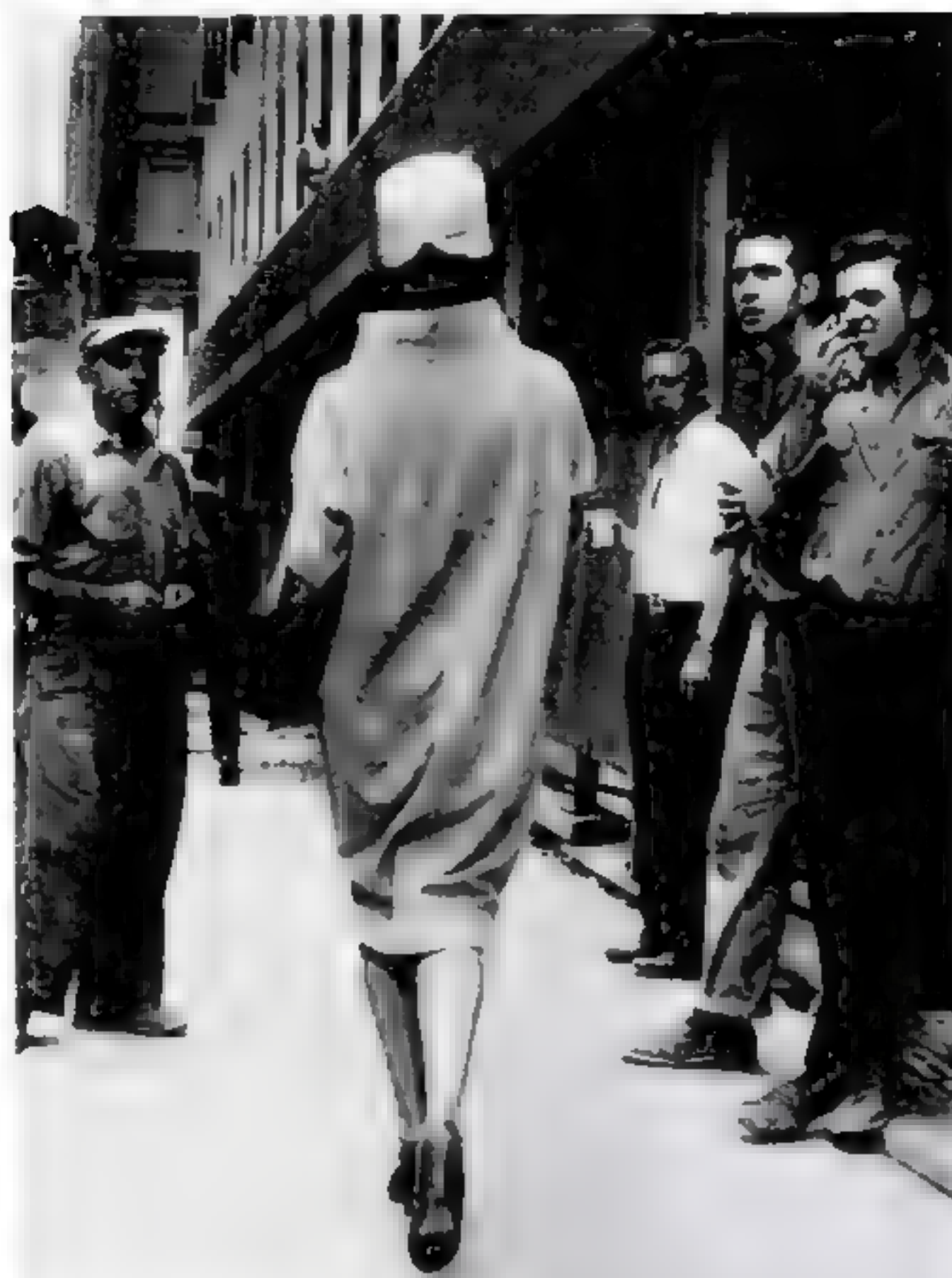
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NOW ONLY **69¢**

More fine products for that
Clean-Cut Colgate Look!



BAG IN U.S. CONTINUED

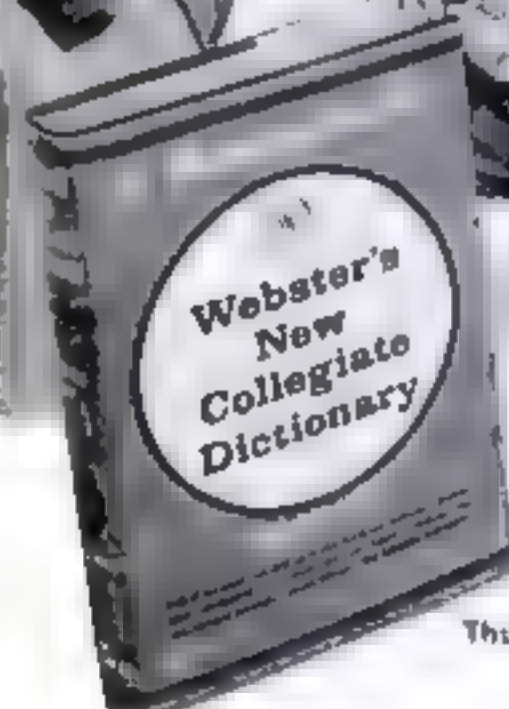


BACK AND FRONT of the Givenchy bag dress are exactly the same except for two oversize pockets on the front. Cut on the bias of the fabric, the dress stands away from the figure when the wearer is standing still (*below*) but when she walks it reveals enough of the figure to draw attention (*above*).



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HALF A BAG, fitted in front but loose in back, is a compromise that will probably be style's most popular version. This is a Balenciaga copy in crepe (Ohrbach's, \$60), here worn with "beehive" Balenciaga hat (Madcaps, \$15).

man-styled chukka boots
for man-sized leisure

WOLVERINE



*Soft as a sunset
and
just as colorful*

Everything's new in this Chukka Boot except the genuine slipper-like comfort. Made of Pigmillion Pigskin . . . super-soft and so easy to wear . . . light as a trout fly, colorful as upland game. You'll find wonderful foot freedom for leisurely living, and outdoor adventures, too, in this boot that's actually soap 'n water washable.

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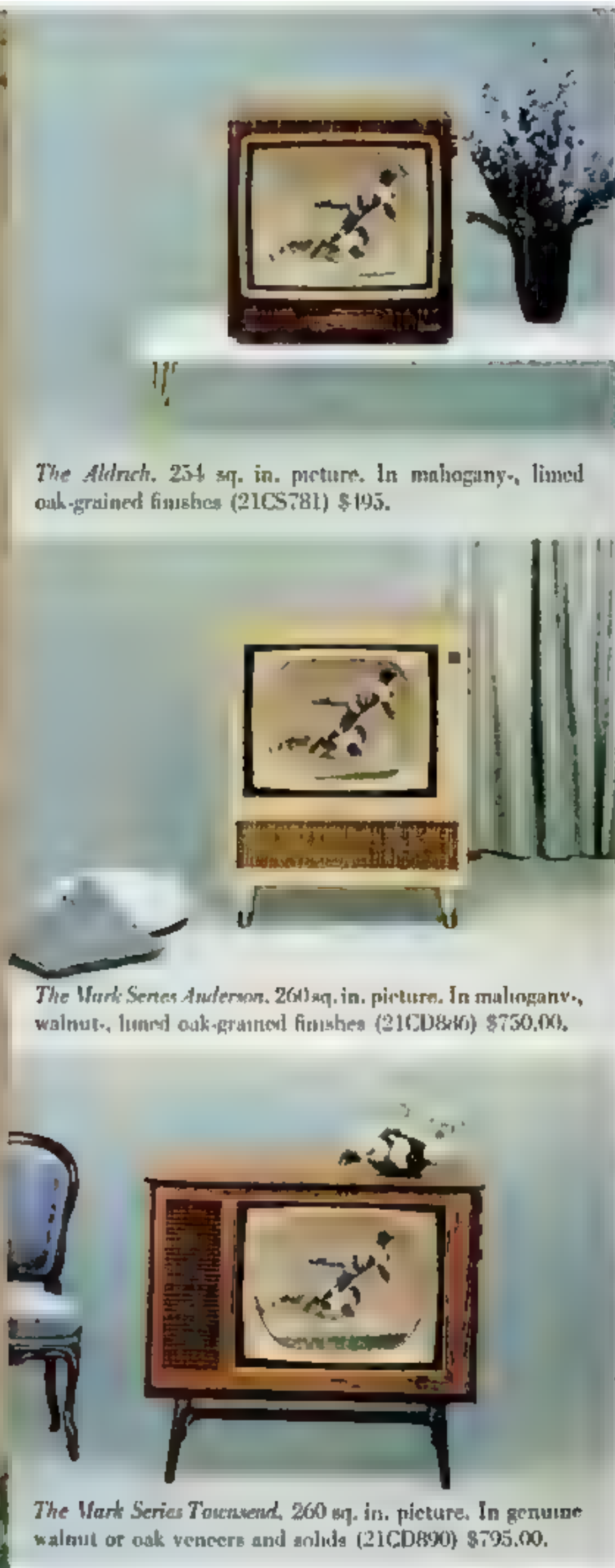
1. Proved! Natural "Living Color." RCA Victor brings you color that's dramatically lifelike—so sharp and bright, it is comparable to a full-color magazine illustration.



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The Aldrich, 254 sq. in. picture. In mahogany-, lined oak-grained finishes (21CS781) \$495.

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Cavalcade of Sports presentation on Performance-Proved Color TV

Rarely in a lifetime can you share in a thrill like this.

You can see baseball's greatest spectacle come alive in your own home—in color so real you'll know at once why RCA Victor named it "Living Color."

You'll sense a new on-the-spot realism in every picture of the crowd, the players, the action. You'll see, in fact, a totally new technique in outdoor telecasting—a great moment in entertainment history.

More than that, you'll see how brilliantly clear and lifelike today's "Living Color" TV can be. It's *performance-proved*—thoroughly tested and field-checked. Service records from tens of thousands of homes *prove* its reliability!

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There's no wagon like a Ford wagon

It's simple as this: Ford gives you more of what you want in a station wagon . . . *and for less money.* And *that's* why more people buy more of them than any other, *by thousands.*

You want lots of load space, for instance.

Ford Station Wagons give you space to spare for work or family travel. You want easy loading. Ford wagons make it possible for you to open the lift gate and tail gate with *one* hand. And you get the *widest* load

space opening in the low price field, thanks to Ford's wrap-around lift gate.

Then, you also want easy switching from calling car to hauling car. Ford's rear seats fold into the floor in nothing flat!



and the new "Inner Ford" is why!

Besides giving more of what you want in a *wagon*, Ford Wagons give more of what you want in a *car*.

For luxury-sedan smoothness, the "Inner Ford" has swept-back Ball-Joint front suspension which "rolls with the punch," also automatic variable rate rear springs which adjust your ride to the road.

And you get exciting Thunderbird V 8 perform-

ance. It's *smoother*, too, because Ford electronically balances *each* engine under its *own* power.

Then take "*build*." Ford wagons have five cross braces in the frame . . . six in the roof! And best of all, among the low-price three, Ford Station Wagons *cost least* of all*!

*Based on manufacturer's suggested retail delivered prices.



gives you the fine car feeling
at half the fine car price



Boulat and Chicago clerk swap popeyed looks. "An adorably persuasive hat-seller," said he.

A Frenchman Looks at

AMERICAN WOMEN

As Americans by the thousands studied the natural and historic beauties of France this summer, a Frenchman named Pierre Boulat was in the U.S.A. studying one of this country's most interesting natural beauties, its women. Boulat, an energetic and unusually perceptive photographer of 33 (himself married to a French beauty of 19), roamed in and around New York and Chicago recording such un-Parisian eye openers as women eating ice cream by the gallon,

wearing funny hats and pin curls, trying to look older if they are young and younger if they are old.

But he also saw unconcerned good looks he never knew in Paris, a determination to be mistress of a career and outgoing friendliness that appreciative Pierre Boulat summed up as an expression of "dreams, purpose and casual beauty." On these pages are recorded, in categories of his own making, his pungent photographic and verbal conclusions.

AMERICAN WOMEN CONTINUED

'The Most Expressive Feet and a



← Of a girl waiting for her date in Chicago: "The impatient American rests in one place like a bird on a branch. It is her feet, not her face, that are the most expressive."



Thunderous Walk'



Of Chicagoan Audrey Solow (*above*)
 "She has the big petticoat and the big
 step. She also has the big hurry."



In Chicago: "The sensuous
 strength of that walk is the symbol
 of her emancipation."

Near Central Park in New York
 "They have a thunderous walk
 and know just where they are going."



CONTINUED

'They Have the Sweetest Smiles in All the World'



Of Andrea Baldwin near Greenwich Village: "An *américaine* smiles, like she breathes, before speaking."



Of Charlene Rosiak, a cashier in Park Ridge, Ill.: "It is her job to smile but her 'thanks, come again' is so warm!"



Of Elaine Snow, on Broadway, New York City: "She is flirting, and girls here often smile and do not reply."



"This smile," says Boulat of Margot Nyky, who sits in a loaded convertible near Fifth Avenue in New York, "expresses the good organization of

her departure. Americans have the sweetest smiles in all the world—in all moments of life. Unlike Europeans, they don't just smile to please others."

—in All Moments of Life'



Of Randy Mason in Whitewater, Wis.: "This is the smile of conversation, and it is as much of an American woman's talk as silences are a part of music."



Of Barbara Micek, boarding a Chicago bus: "She is in the usual hurry and gives the usual American smile, flip of hand and something sounding like 'bah, now.'"



CONTINUED



"The most beautiful gardens in America are on women's hats." This one is outside St. James Church in New York.



"Extravagant! And what symmetry—three pony tails—one of them real!" This girl was entering Plaza Hotel in New York.

On Main Street in Whitewater, Wis.: "Always eating ice cream cones, she looks like a cowgirl in a movie." →



"There sometimes seems in America to be a small no man's land between girls and boys. Often girls huddle apart and

giggle at a distance. In France there would be one group and less giggling." Groups here are on a Chicago beach.



Pin curls on the street in New York: "An ambulatory beauty parlor. They really don't care what people say."

Chicago lakefront: "Is this one girl or two?" → An optical illusion without doubt. At any rate, it is only one costume."



'Pin Curls, Pony Tails, No Man's Land'



A friendly scuffle outside Chicago Art Institute
"Fantastic! Never have I seen such a thing on a busy street—at least not since the street fighting during the war."



"With amazing, unconscious courage that I have never seen, not even at a Paris carnival, these ladies at Coney Island wear funny hats that say 'Heckuva Good Time-Club.'"

'For in Each Girl's Heart Lies the Movie Contract'



Shopper in New York (*above*): "Small face and big blue eyes, hair a bit messy, the classic casual beauty. An *américaine à la Hollywood*, for in each heart lies the movie contract."

Shopper in Chicago: "At first I didn't think the dream existed. But then I found it—the pretty dress, the hair, the perfect grooming—this is true American elegance."





1 6 a.m.—Midtown Manhattan. We loaded a General Electric Big-Screen Portable into a car. After a preliminary test, we set off through the Lincoln Tunnel. Object: to see how far away we could go from TV stations and still get a sharp picture.

General Electric Big-Screen Portable

PULLED IN A SHARP PICTURE FROM 62½ MILES AWAY

We don't claim performance like this in every locality. But, using its own built-in antenna, this 30-pound performer got Philadelphia stations at Mantoloking, N. J. That's 62½ air miles away (right). And with a roof antenna, the General Electric Big-Screen brought in New York at Lenox, Mass.—119 air miles away (far right).

Here's documentary evidence that the General Electric Big-Screen Portable works wherever a console will.

Why such mighty performance? This portable has a tetrode tuner with even greater picture power than before. Yet it's *light*—a mere 30 pounds. And *trim*—the Slim Silhouette's only 15 inches deep.

More: telescoping, built-in antenna; retractable handle; 155 square inches of viewable area on the 17-inch (overall diagonal) 110° picture tube.

Colors: Beige & Tawny White, Turquoise & Mist Green, Charcoal & Mist Gray. See it at your General Electric dealer's. Right now.



2 Noon—Old Bridge, N. J. Flat terrain. We carried the set (easily—it weighs only 30 lbs.) into a diner, plugged it in. It got a brilliant picture. As the diner owner remarked, a *big* picture. She's right. It's 155 square inches big. Distance: 32 air miles from N. Y.

3 2:45 p.m.—Mantoloking, N. J. In the police station, the Big-Screen pulled in N. Y.—51 air miles away. More amazing, we got Philadelphia—62½ air miles away. Most amazing, the police chief noted, we did it with "horns" (his term for the built-in antenna).

DOCUMENTARY PHOTOGRAPHS BY FRANK COWAN



4 3:00 p.m. — Mantoloking, N. J. The police sergeant kindly consented to let us try our set out on his roof antenna in his apartment above the station. It worked even better, fought their console to a stand-off. Distance: 62½ miles from Philadelphia.



5 Next day — Bear Mountain Park, N. Y. Rolling country. At the Inn, the General Electric B g-Screen did nobly. It's easy to take on a trip because it's light and trim... its Slim Silhouette cabinet measures 15 inches front to back. Distance: 31 air miles from N. Y.



6 Third day — Easton, Conn. New York came in sharp and clear from 51 air miles out. The tetrode tuner packs even greater picture power than before. Even the toy poodle seemed to sense the importance of this.



7 6 p.m. — Lenox, Mass. High in the heart of the Berkshires. We hooked up to a rotating roof antenna at Cranwell School run by the Jesuit Fathers. New York came in just as well as it does on their console—from 119 miles out! Evidence that this portable works wherever a console will.



Read prices will include Federal excise tax, one-year warranty on picture tube, 90 days on parts, C.H.F. at small additional cost. Prices subject to change without notice. General Electric Company, Television Receiver Department, Syracuse 8, New York.

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GENERAL  ELECTRIC

"**HERE'S A TIP** for you people who care
For coffee with flavor to spare:
Chase & Sanborn, I found,
While cruising around,
Is a 'flavor break' beyond compare."



Next time give yourself a... **FLAVOR BREAK**



A cup of coffee should be a mood . . . a pleasant interlude . . . a perfect companion to meals and in-between moments. And when it's Instant Chase & Sanborn, it's all of these—and more! It's a real *Flavor Break*!

That's because this is the full-bodied coffee. Wonderfully invigorating. Exceptionally satisfying!

Next time, don't settle for just a coffee break. Give yourself a Flavor Break with Instant Chase & Sanborn. From first sip to second cup . . . you've never tasted finer!

MAKES THE KIND OF GOOD COFFEE EVERYONE LOVES



"Even Henry likes it," says Mrs. Henry L. Brown, Great Notch, N. J. "To have this husband of mine O.K. my coffee is a minor miracle. I served him your New Instant Chase & Sanborn and he loved it! It's certainly got flavor to spare."



INSTANT CHASE & SANBORN —the full-bodied coffee

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

The Heroic Disarming of Diablo

ATOMIC ENGINEERS MAKE A SUSPENSE-LADEN CLIMB

by LOUDON S. WAINWRIGHT

H MINUS one minute," the taped voice blasted hollowly over the loudspeakers. "Put on goggles or turn away. Do not remove goggles or face burst until fireball dissipates." In the final minute remaining before a test atomic explosion in Nevada last June 28 reporters and photographers on an elevated knoll near the control point obediently put on their goggles.

In trenches 10 miles north of the control point and 3,500 yards from ground zero 2,500 Marines crouched on their knees, cradled their faces in their arms and waited. Two thousand yards from ground zero, in a buried shelter with the ventilation sealed off, 17 men in heavy radiation-safe clothing sat down in two back-to-back files on the mattress-covered floor. They formed a civil defense test group under Robert Corsbie. And in the air 30 pilots on various missions turned their faces away from the ground.

It was pitch dark on Yucca Flat. Only the faintest rim of light blue on top of the gaunt lunar mountains to the east hinted that dawn was near. "Fifteen seconds to zero time," the speakers intoned.

The valley waited for the blast.

The countdown began, an exact and inevitable march of seconds back to the unspoken zero when the great explosion would come. "Ten, nine, eight, seven. . . ." Five thousand men listened to the precise recorded voice. "Six, five, four. . . ." Soon now, Soon. "Three, two, one. . . ." Zero.

Zero—and nothing happened. A terrifying nothing at all. Where the valley should have become blindingly white, it was still black, a black noted on hundreds of feet of film running futilely through automatic cameras. The only sound was a faint humming in the loudspeakers. Unbelievably the atomic device, called "Diablo," had not gone off. In its 500-foot-high steel eyrie 13 miles north of the control point, a silent, thwarted envelope of nuclear energy waited a release that had not come.

A new, excited voice replaced the recording on the loudspeakers. "Misfire! Misfire! Hold your positions!"

A nerve-racking duty

FOR only the third time in six years of testing at the Nevada Proving Ground, where more than 50 atomic devices have been fired, one of the great weapons had not exploded.

And now it would be somebody's nerve-racking and ticklish job to see that it did not go off unexpectedly. This is the story, told here for the first time as completely as the Atomic Energy Commission will permit it to be told, of the disarming of Diablo and of the five brave men who accomplished it.

As a matter of fact, these five would never think themselves especially brave. They consider themselves

CONTINUED



TENSE AND METHODICAL, THE THREE MEN MAKE THEIR EXHAUSTING WAY UP DIABLO'S TOWER



Obviously, the lady doesn't know

Perma-lift's Magic Oval Pantie

CAN'T RIDE UP EVER

Style Illustrated No. 3835 Nylon Power Net—\$10.00

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I don't want to be a Big Shot



...I just want to feel like one!

You can, with **KINGS MEN** After Shave Lotion. **KINGS MEN** is far more soothing... cooler, more refreshing. Makes you feel great. Since a bottle lasts so long, why put up with less than the best? Get **KINGS MEN** right away. Known everywhere as the world's finest!



KINGS MEN® AFTER SHAVE LOTION only \$1

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FIVE-MAN TEAM who disarmed the device were: (seated) Bernard Rubin and Forrest Fairbrother, and (standing) Edmund R. Tucker, Walter Arnold, Robert Burton. Rubin, Fairbrother and Burton climbed tower, others stood by.

DIABLO CONTINUED

methodical and unrash, befitting their business, which is nuclear weapons. Two, Walter Arnold, 36, and Forrest Fairbrother, 32, are engineers working for the University of California's Radiation Laboratory at Livermore. A third, Bernard Rubin, 33, is a chemical engineer at Livermore. These men all worked on Diablo from the time of its inception a year ago. Completely familiar with the device, they had put it together and felt that, if necessary, they could take it apart.

The fourth man, Edmund Tucker, 37, works for Edgerton, Germeshausen & Grier, Inc., the firm responsible for the instrumentation that measures and records the effects of most of the weapons fired by the AEC. The firm also evolved the elaborate "sequence timer," a complex system of electrical interlocks and relays which, once started in the control room, leads through the orderly activation of all equipment involved in the various experiments which accompany the explosions down to transmitting the final messages to the devices. Tucker's field job is to see that everything is properly tied in all along the line, from the control point to the cab where the device itself is located.

The fifth man is Robert Burton, 33, a short, handsome electrical engineer from Colorado who, when asked for a personal opinion on his present specialty, drawled, "Well, it isn't exactly a boring job." Burton's firm, the Sandia Corporation, is responsible for the arming (or triggering) mechanisms for the devices, and Burton is the man who does the job by manually plugging two cables into the device. He surely ranks among the world's most experienced performers of this particular act, having armed about 20 atomic weapons. His job gets even less boring when, as happened the day of the misfire, he has to disarm one.

It was just a few hours earlier that Burton had tightened the final connections leading into the device. Fairbrother, Rubin and Tucker were there, too, and checked over the final assembly. (Arnold was back at the control point.) Everything was in perfect order. And, as fuddled miller moths flew in through the rolled-up doors of the cab and bruised themselves on the hot lights, an AEC photographer had taken pictures of all the critical attachments.

'It's not gonna go'

DURING the final minute one of the scientists in the control room stared at his instruments in disbelief. On the console board, lights showing the orderly activation of the experiments had been switching from red to green, as they were supposed to. Now, suddenly, voltages which should have been high were dropping off. "It's not gonna go," the scientist said, his calm voice clearly audible in the room. "It's not gonna go."

For a few seconds after zero, the control room was silent. All the men waited, as if the truth their instruments told them must be wrong, as if they had only to hold their breaths a little longer to bring the welcome white glare burning through the heavy glass port. It was then that one of them grabbed the microphone and spoke that hated word: misfire.

"We had a tremendously shocked and disappointed feeling," reports Fairbrother. "I never thought this would happen to us."

There in the control room the men huddled around Dr. Gerald

CONTINUED

People try it...



and they like it...



*...and they call for it
again and again!*



*The premium beer
at the popular price!*



Hey Mabel...

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CARLING BLACK LABEL BEER

The best brews in the world come from Carling

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Johnson, a bespectacled physicist who is test director for the current series of nuclear detonations. Johnson had been responsible for the over-all planning of Diablo's firing. He had ordered the closing of the switch which started the sequence timer. He would have to direct the disarming procedure.

Johnson's first thought was for the safety of the exposed people. Orders were given almost immediately for the evacuation of the observers near the control point, but it was decided, temporarily at least, to hold the Marines and Corsbie's group exactly where they were. Then the scientists took up the question of what had happened, of what nightmarish chain of electronic mischance led to Diablo's weird continuance in the tower.

A photographer rushed in carrying a small washing tank full of wet negatives, the pictures taken in the last moments in the cab. As Johnson and his advisers held the negatives to the light, the members of the arming party peered anxiously at them. As they expected, no faulty connections showed. The trouble must have originated somewhere else.

It was apparent that power had failed to reach the device. The dropping voltages noted in the seconds before zero indicated that the final pulse could not have been transmitted. Somewhere along the line a critical connection had been broken. As the checklists were gone over and the monitor records read, suspicion began to center on one simple act. After the device had been armed, the elevator which carried men and equipment up the tower was left at the bottom, but the winch which operated it was removed for subsequent use at another tower. Somehow, in the removal of the winch, the electrical connection leading to the device must have been broken.

Now, before anything else was done, Diablo would have to be made completely harmless. And if only for the reason that one mistake had already been made, the dread possibilities of another were doubly clear.

'We aren't going to risk lives'

DR. JOHNSON, Scientific Adviser Dr. Alvin Graves and Test Manager James Reeves were all convinced that the device would not go off. "We were very sure," says Johnson. "We aren't going to risk peoples' lives. If there had been any chance of that, we would have figured out something else." Edmund Tucker was equally sure. He knew every connection, had made many of them himself. But Tucker, who had only recently taken his wife and five children home to Rhode Island for a visit, recalls. "As I thought about the wires from end to end, I thought about the family from end to end." For it was evident that those who last worked on the device would inevitably be the ones who would have to go forward to disarm it.

More than an hour had passed since the misfire. It was broad daylight in the valley now and Johnson decided the Marines could be safely evacuated. Corsbie and his men were getting uncomfortable in the stale air of the shelter. Johnson decided they were too dangerously close for immediate evacuation, held them there, but approved their opening up the air-conditioning system.

The plans for disarming progressed, and the disarmers were picked. "The choice was completely logical," reports Rubin flatly. "We just decided how many people we'd need for what functions." "Simple as that," says Burton, a man who gives the impression of absolutely unshakable calm.

Fairbrother had gone to check his instruments, and when he returned Dr. Johnson spoke to him quietly: "Forrest, we've decided that you and Burton and Barney Rubin will have to climb up there and disarm it." Then Johnson asked a question he would never have put unless he felt that his order was extraordinary. "Is that all right with you?"

Fairbrother looked at Johnson. "If I'm going to climb that tower," he said, "I want something to eat first."

The climbers would need support at the base of the tower for communications and for extra help in case any of the three required it. Tucker and Arnold volunteered and were accepted. There was no difference in the degree of danger between their job and the job of the climbers. Most likely, nothing would happen. If it did, if the device went off with the explosive force of 10,000 tons of TNT, it would make no difference on which end of the tower a man happened to be standing.

After a light breakfast the disarming party, accompanied by Drs. Johnson and Graves and two other scientists, left the control point in three cars. It was 7 o'clock. Except for Corsbie's group in the shelter, the firing area had been entirely cleared. The three cars were waved through the last checkpoint and, traveling at over

CONTINUED ON PAGE 131



Introducing **Hi-Vi** in a new sleek slender profile for 58

HOTPOINT CUTS

New shorter 110" picture tube makes even last year's TV old-fashioned! It's the most drastic TV change in years! You'll hardly believe your eyes when you first see these slender new Hotpoint Hi-Vi TV sets!

Here, at last, is TV that quietly takes its place as beautiful furniture. Doesn't stick out in the room at all. Even Hotpoint's console cabinets are only 15 1/4" from front to back—about the depth of a bookcase.

Hotpoint's new "Mirrorbeam" 110" Picture Tube (just perfected) has made this great advance possible this year, for the first time. What's more, it also gives you a bigger picture with even more brilliant performance!

See for yourself what's really new in TV—Hotpoint's new sleek, Slender Profile—at your nearest Hotpoint TV Dealer's, now!

*Hi-Vi is Hotpoint's new concept in TV pleasure—a new high in vivid pictures up to 80% brighter, new high in vivid sound that surrounds and thrills. And for '58, Hotpoint adds its new high in vivid styling, the dramatic sleek, Slender Profile!

Hotpoint HI-VI TV

HOTPOINT CO. A Division of General Electric Company, 5600 W. Taylor St. Chicago 44, Ill.

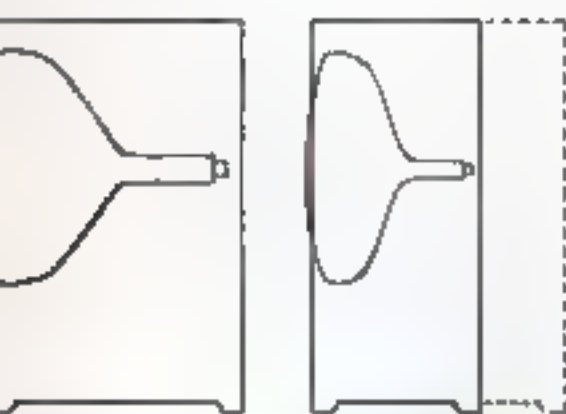
See DORIS DAY

starring in THE PAJAMA GAME, a Warner Bros. production



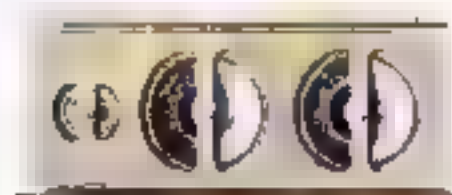
MAGNIFICENT NEW HOTPOINT LOWBOY in rich Walnut, with 3 speaker HI-VI sound, "Miracle Memory," Touch Button Power Tuning, and Remote Control as standard equipment—the finest expression of Hotpoint's new Slender Profile. New 110" "Mirrorbeam" Picture Tube makes it only 15 $\frac{1}{4}$ " deep! Also available in Light Oak. (262 square inches of viewable picture area.) Shown: Model 215605.

A THIRD FROM TV BULK



LEFT Old, long neck 90° picture tube makes TV cabinets huge and bulky, hard to fit into room schemes.

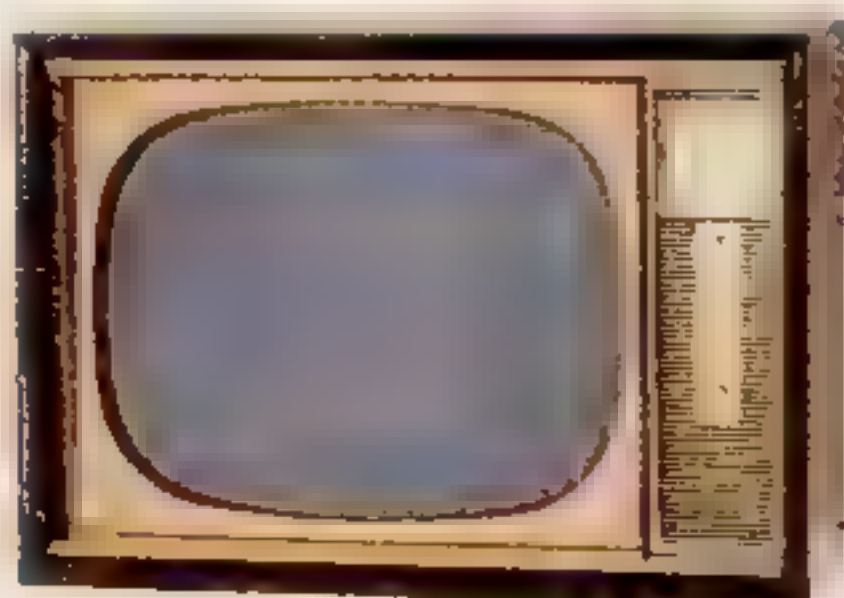
RIGHT New Hotpoint "Mirrorbeam" 110° picture tube is shorter by far—means up to 35% reduction in cabinet depth of 1958 Hotpoint TV.



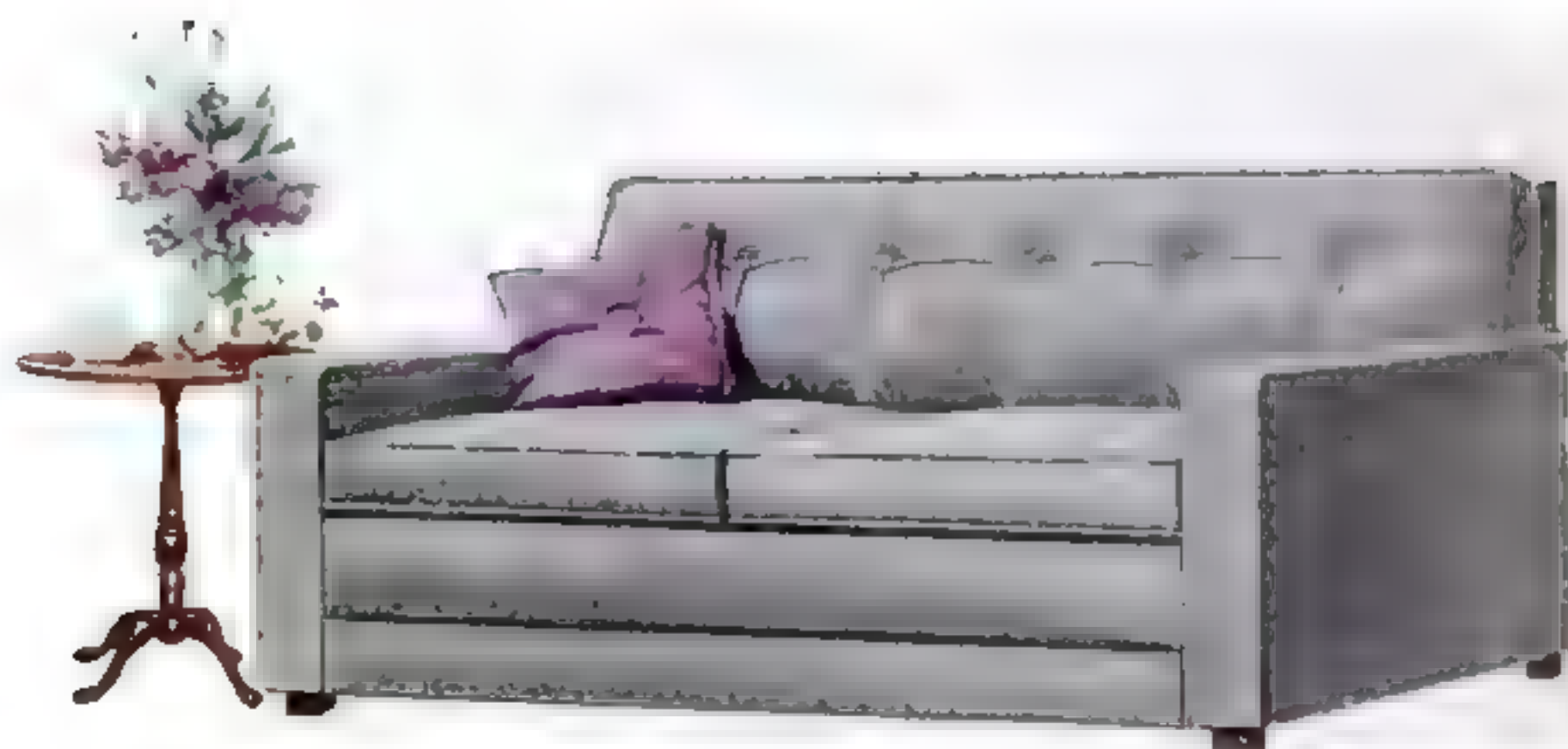
EXCITING NEW HOTPOINT FEATURES FOR '58—New **MIRACLE MEMORY** (left) brings in channels already fine-tuned. **Touch Button Power Tuning**. **Front Speaker Table Models' 3 HI-VI SPEAKERS** (center) in consoles. **"Powertronic" Class A** vastly improves fringe area reception. **REMOTE CONTROL** (right), at no extra cost on Power Tuning Consoles, optional with Power Tuning Table Models! And these are only a few of the big, important new features in Hotpoint Hi-Vi Tv for '58!

SLENDER NEW HOTPOINT TABLE MODEL has "Miracle Memory" and Front Speaker (for flush in-the-she-furniture placement). Mahogany or Light Oak finish. (262 square inches of viewable picture area.) Shown: Model 215455.

NEW HOTPOINT PORTABLE (17" over-all diagonal, 154 square inches viewable picture area). One of 4 new Hotpoint Portables in 2 screen sizes. Less weight, bigger pictures. Shown: Model 75306.



A Nation-Wide
Furniture Event



Basic Modern with welted back. In *Chromspun*, the miracle fabric that resists fading. Charcoal shown. Also in peacock, mocha, emerald, red or gold. \$199.50.

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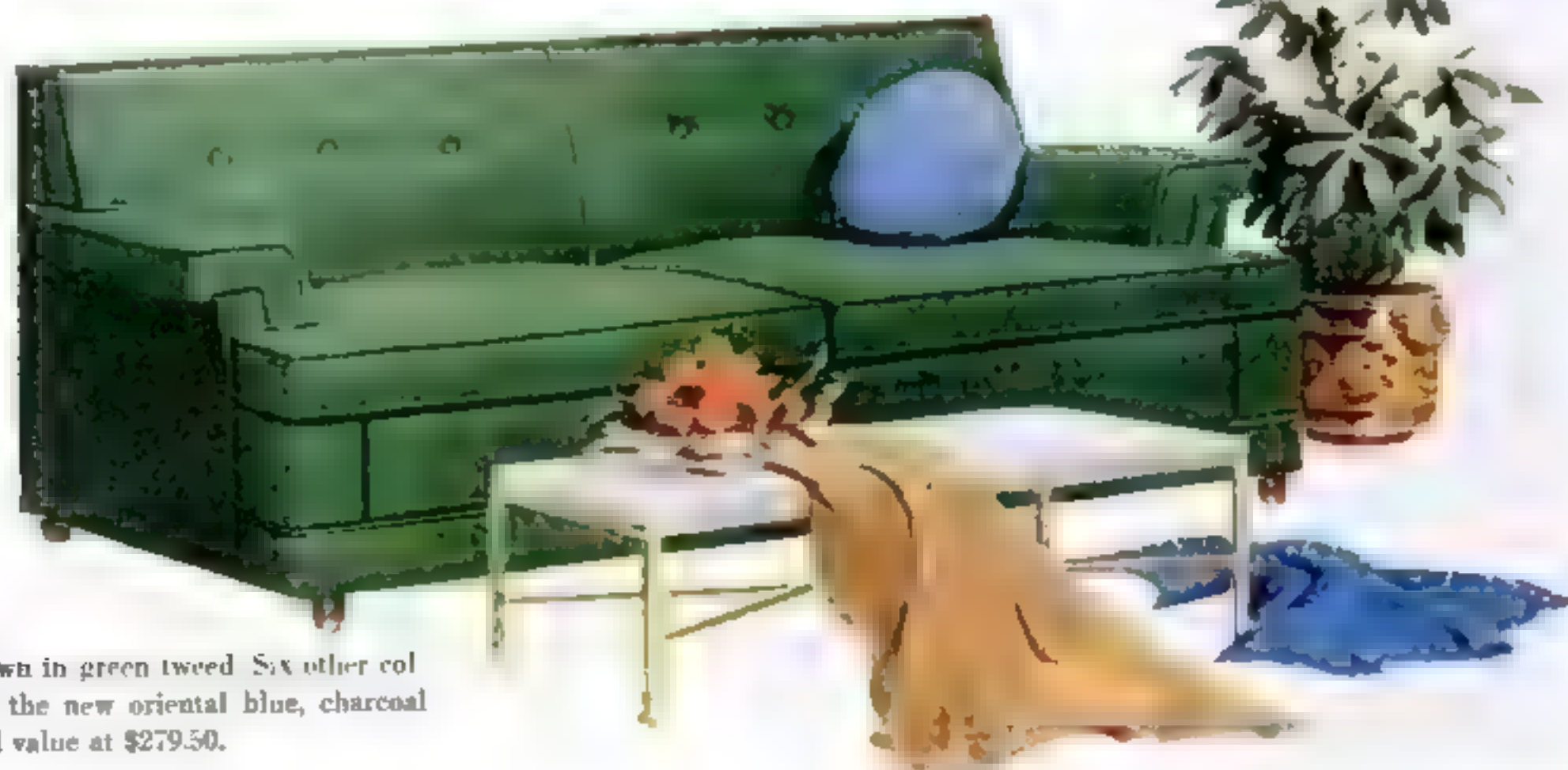
There are *hundreds* of possible style, size and fabric combinations—pick and choose exactly what you want, *practically design it yourself!*

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King-Size Traditional Lawson with six feet of seating comfort and king-size mattresses. Three-cushion tailoring, channel arms, flounce. From \$369 depending on fabric.



Shelf-Arm Modern shown in green tweed. Six other colors available, including the new oriental blue, charcoal and Burma gold. Special value at \$279.50.



Provincial with shirred flounce. Choice of vat-dyed, color-fast prints—shown in green and white. Also in café, antique red or gold-and-brown. Special value at \$259.50.

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- Easy-opening mechanism—sofa opens in seconds to a bed with bedding in place.
- Famous full-length Simmons mattress. Or the famous Beautyrest for slightly more!
- Exclusive all-steel sofa frame—(not just the bed frame!) for long, warp-proof wear.

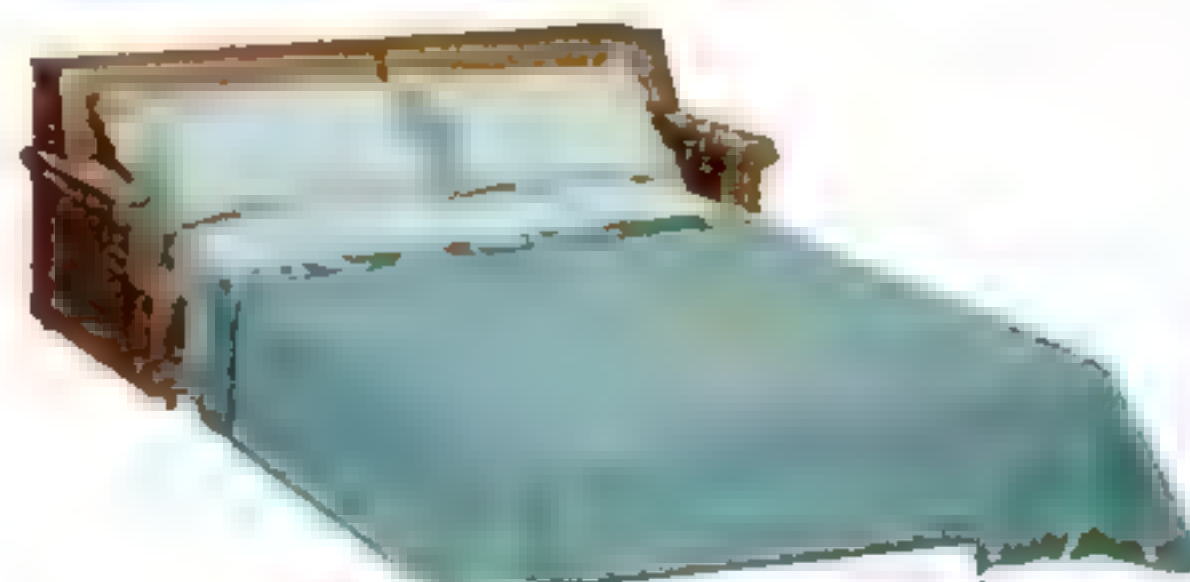
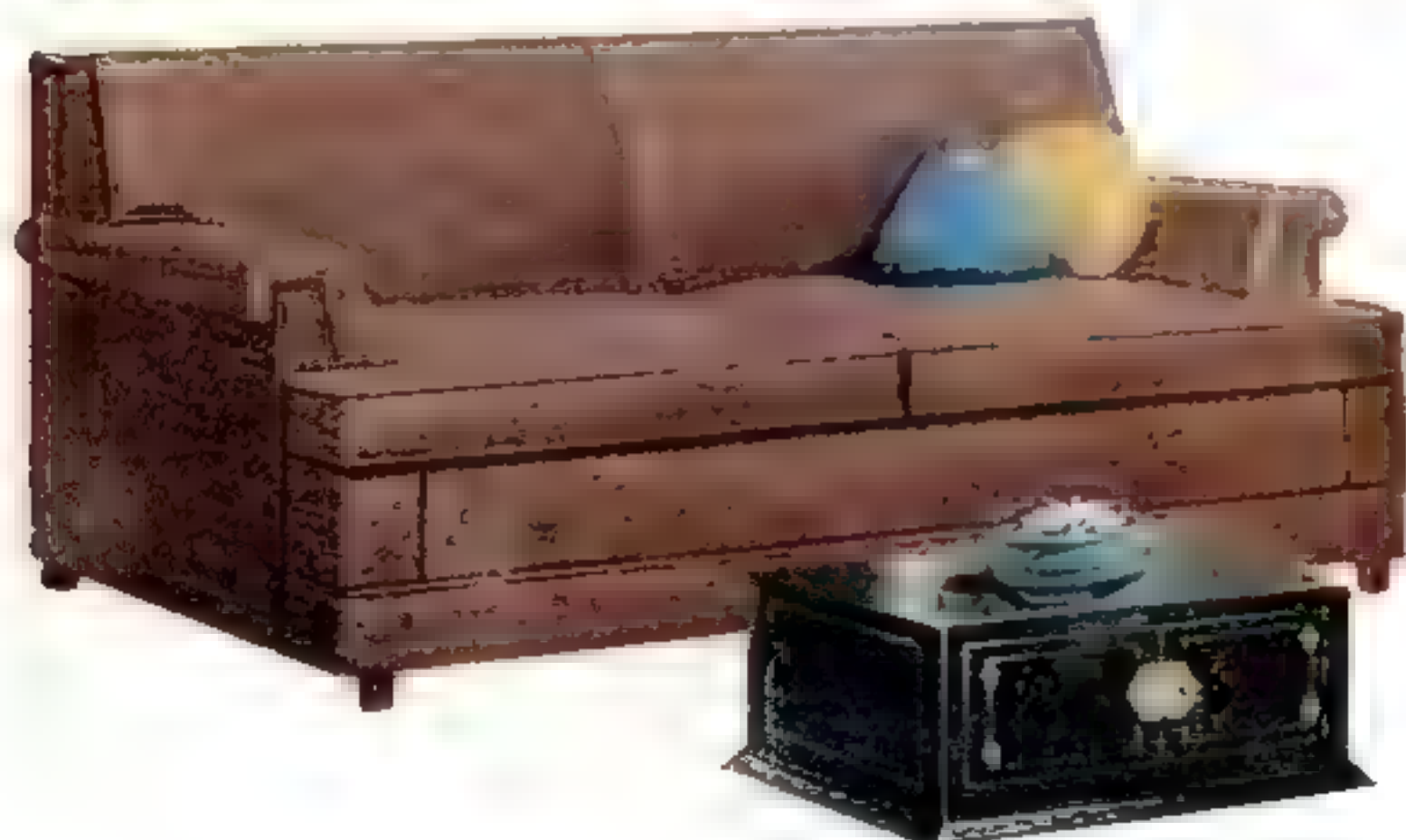


Early American with wing back, kick pleat and cut-back Lawson arms. Many new prints and tweeds. Approx. \$299.50 depending on fabric.

Look! It opens to a full-size bed, comfortable for two!



T-Cushion Modern styled with clean contemporary lines. Shown in tobacco brown. Also in emerald, black, peacock blue or red. \$229.50.



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60 mph, sped down the single ribbon of asphalt leading across the desert floor toward the distant tower. Before the men left the control point, they cut off all power sent from there. Their first destination now was a timing and relay sub-station. At this place they would further close off current and reconfirm their conviction that the removal of the elevator winch had broken a key connection. In two cars the conversation consisted of knowledgeable speculations on what they would find.

Burton was alone in the third car, and he, too, was thinking about what the blockhouse instruments would reveal and, further ahead than that, what he would do when he climbed the tower. Then, for a moment, he thought about his wife, living with their two daughters in Las Vegas. What would happen to her if anything happened to him? But Burton is a practical man; he did not bother to dwell on what that anything might be. Some years ago he had read an interesting book on the general subject and had liked it so much that he recommended she read it too. The title: *Teach Your Wife To Be a Widow*. Burton swung the car toward the blockhouse, three miles from the tower.

The instruments there indicated that a disconnection had prevented the final pulse from ever reaching the device. Exactly where in the line the break was, they could find out later. The important thing to do now was to finish the immobilization of the triggered device.

The nine men left the blockhouse and squatted in the shade offered along its west wall. Johnson went over the whole disarming procedure again with the group. Each man's task was very clearly defined. They had the necessary instruments and rope for slings. It was too bad they would have to climb, but they could not use the elevator. Removing the winch had caused the trouble; putting it back before disarming and then applying power along the troublesome circuit was out of the question.

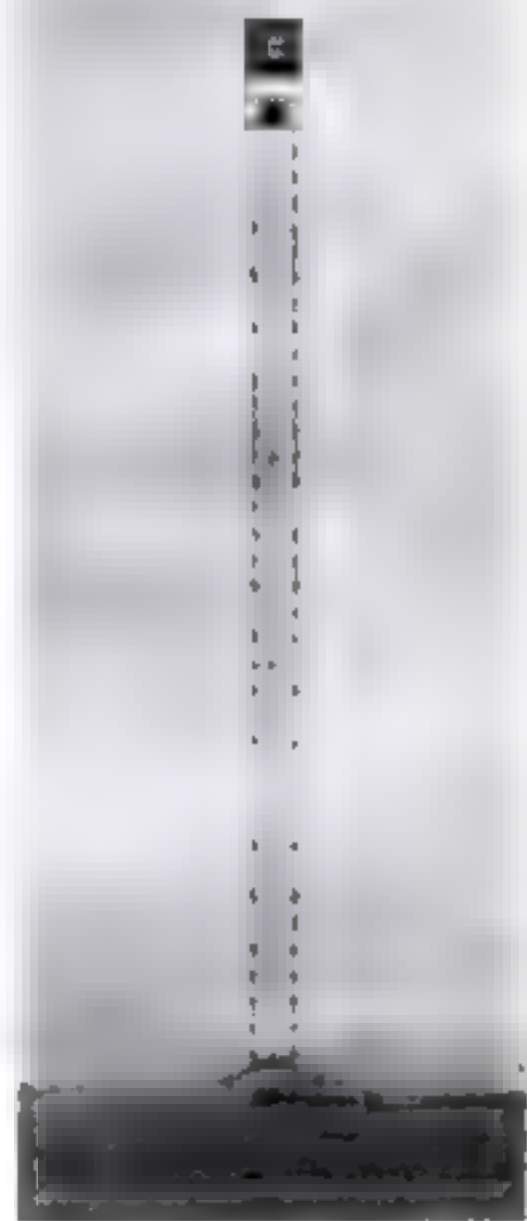
The men rose. It was time to get started. One man, Dr. Lewis Fussell, was to stay at the blockhouse. Johnson and two others would return to the control point and stand by the telephone. The parting was brief. "We'll wait to hear from you," Johnson said to the disarmers as they climbed into their cars.

The lucky jack rabbit

DRAGGING rooster tails of dust, the two unmarked sedans sped down the sparsely graveled desert road and pulled to a stop at the tower which reared, pencil-thin, above them. Before the dust had settled the doors opened and the five men piled out, three from one car and two from the other. Dressed in shorts and sport shirts they looked like vacationers, and when they reached back into the cars, one might have almost expected them to draw forth fishing rods instead of dialed instrument cases and a coil of rope. A jack rabbit moved behind an electrical panel at the base of the tower. The men had noticed it the night before, after the arming, and Edmund Tucker now said, "There's the luckiest rabbit in the world."

The rope was uncoiled and cut into three short sections which were attached as slings to the three instrument cases. It was 7:30. The sun, climbing in the sky, gave little hint of the brutal heat it would throw forth later. On one of the main posts of the tower was a telephone box, and Arnold, a bull-necked man with a crew haircut, opened it and, cradling the receiver, rapidly dialed a number. "This is Arnold," he said. "We are at the base of the tower preparing to go through the procedure of disarming. I will report progress. . . ."

When Burton, Rubin and Fairbrother tried out the slings they found that the metal boxes, which weighed between 10 and 15 pounds each, pulled uncomfortably tight across their shoulders. From the trunk of one of the cars they pulled some padded articles which looked like very heavy socks. These were "contamination booties" worn by radiation teams entering a firing area shortly



TOWER similar to the one used for Diablo is topped by cub, 22 feet square and 22 feet high, containing device.

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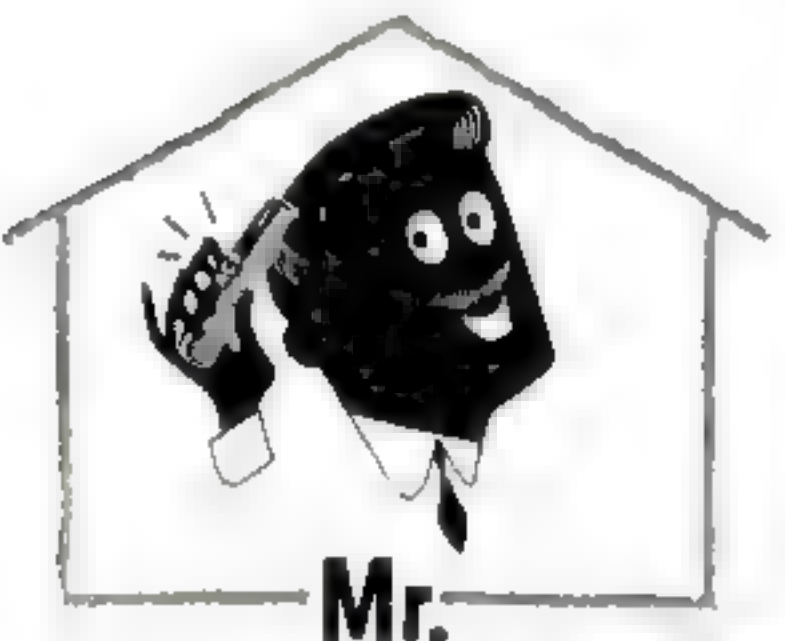
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DIABLO CONTINUED

after a nuclear detonation. Helping each other, they stuffed the padding between the ropes and their shoulders and secured the boxes snugly. Then each man unloaded his pockets, removing wallets, keys, change, anything that might slip out during the climb. Burton had four or five silver dollars he had picked up as change in Las Vegas a few days earlier and they clanked together heavily as he tossed them into the glove compartment of his car. Then they walked past the elevator, whose now-impotent cables trailed slackly up the tower, and stopped at the foot of a round-runged steel ladder.

This was no house painter's rickety affair. It was built right into the tower, and the rungs, a foot apart, were more than wide enough for easy handholds. While the tower structure was sheerly vertical and only 22'x22' at both top and bottom, the ladder ran upward in 25-foot sections, and at the end of each section there was a small, indented landing, big enough for a man to stand on before starting for the next level. Encircling the climbing side of the ladder was a welded gridwork which a man falling backward could reach for and hold. In an endless, sharp-edged ripple the ladder stretched up into the sky, almost as tall as the 39-story United Nations building in New York. Tucker and Arnold nodded brief farewells and Burton started up.

By the time Fairbrother started up, Burton was already 50 feet above him, on the second landing, and Rubin was resting on the landing between. Arnold had watched Rubin leave with a trace of anxiety. Rubin weighed 196; this could be a terrible climb for such a heavy man. And though the climbers had been cautioned that there was no hurry—in fact, they believed this themselves—there was an implicit urgency about the job waiting at the top, an urgency that would keep them straining upward. Arnold checked his watch; it was 7:35. He dialed the control point and reported that all the men were on the ladder.

At 7:40, on about the 150-foot level, the climbers first began to feel fatigue. It was apparent mostly in their arms, which grew taut and trembled slightly from the hard, repeated pulling. Fairbrother was sharply aware that he had been awake for more than 24 hours. Rubin, although he had suffered from asthma as a child, was breathing easily. In the lead, Burton concentrated on a cautious pace and rested, catching his breath and slumping relaxedly on each landing while the others did the same on landings below. But he was careful not to rest long enough for the mounting fatigue to lull and stiffen stretched muscles. Tucker and Arnold called up encouragement from the ground, and the climbers looked down through the metal maze of rungs and platforms at their upturned faces.

Farther and farther to the phone

TO keep the climbers in view, Arnold and Tucker soon had to move away from the tower, farther and farther as the three men passed each successive level. They were more than halfway up now and the men on the ground would watch them for a few moments and then walk the ever-increasing distance back to the phone where they called the men huddled around another phone in the control point. It was 7:50. Burton, Fairbrother and Rubin had been climbing for 20 minutes.

After a period of worsening strain, the exertion had become almost mechanical. It seemed to take no effort of will to keep up the rhythm: up 25 steps, then rest, then up another 25. The men felt strangely refreshed as they swung through the hypnotically familiar motions. The sun had risen perceptibly at their sweating backs and cast the great elongated shadow of the tower west. Burton tracked the progress of their climb by watching the shadow and the figures moving slowly on it. At the end of the sun's etching on the desert floor, he could see the darkness that marked the cab.

Resting, Fairbrother thought momentarily about his wife. He had considered calling her back at the control point but then decided it would be better to get the job done first. Word of the misfire had probably spread by now and he hoped she would not hear of the disarming party while she fixed breakfast in Livermore, Calif. for the two children. Even if his name were not mentioned she might guess his involvement. He looked up past the outline of Burton on the next level. Only six more landings to go.

At the 450-foot level, there was a broad platform with recording instruments on it, and Burton waited for the others to join him. After the three men had rested silently for a moment, they reviewed the procedure they would follow when they reached the cab, now just 50 feet away. They agreed to rest again on the landing directly beneath the cab. It was almost 8 o'clock. All their extensive technical knowledge that nothing could happen did not completely suppress the insistent, ignorant hunch that something

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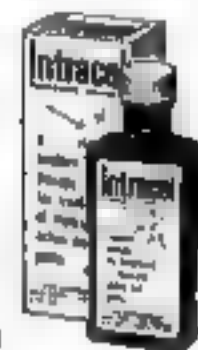


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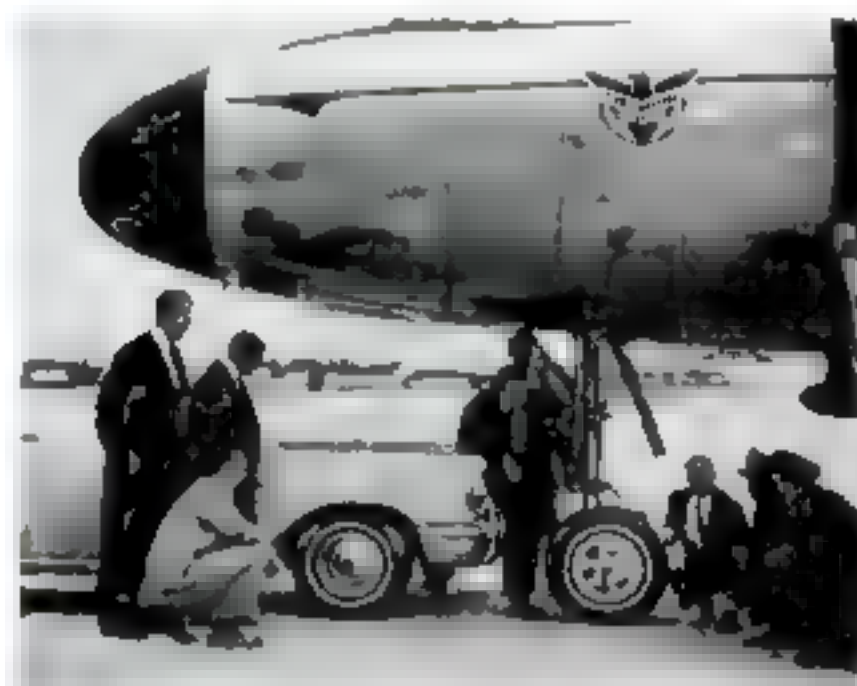
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DIABLO CONTINUED

might. Fairbrother recalls somewhat reluctantly, "I suspect that all three of us had some slight apprehension."

Directly beneath the floor of the cab, at 493 feet, they took a last, long rest. For the first time they sat and for a while did nothing but look downward at their evenly heaving chests. They wanted to be in perfect control of themselves when they moved again. Finally they reviewed their plans once more. At the end of a short ladder just above was the unpainted steel doorway to the cab. The order of climbing would change. Rubin would go up first and open the door. He would check the room carefully with his detecting device. If all was well, as they kept reassuring themselves it must be, Burton and Fairbrother would follow. Fairbrother would take the phone and notify the control point they had arrived, while the others went to work. They remained on the final landing for more than five minutes.

Rubin's deliberate footsteps clanged softly on steel as he climbed the ladder to the door of the cab. On the landing at the top he reached out, turned the knob and pulled open the door. As he walked inside, he looked, not at the cab interior, but at the face of the instrument case he had pulled around in front of him. There was no activity out of the ordinary. "If there had been," he recalls, "I would have just backed out of there."

He called to the men who had followed him up the stairs, and they entered quickly. They all looked around the cab, an equipment-cluttered room with a 22-foot ceiling. Sunlight poured in through the sides, which had been left open so that ultrahigh-speed, long-lens cameras miles away could record the extraordinary tumult in the cab in the almost infinitesimal moment between detonation and utter destruction. In the silence the room looked much as it had looked the night before. Fairbrother picked up the phone and dialed. It was 8:05, just 35 minutes after they had started the climb.

"Gerry, we're at the top," Fairbrother said quietly. Rubin had gone to check his apparatus and Burton was ready to detach the cables. "Barney is completing his function," Fairbrother went on, "and Burton's at the patch cables."

This was the decisive act. With these cables detached, the device could not go off. "I looked first to see if they were connected the way I thought they were," says Burton. Then without hesitation, working with bare hands at about waist level, he loosened the screws that held the locking rings around the two cables. This done, he pulled at one cable leading into the device with an even, steady pressure. It came free. Burton reached for the other. At the phone, Fairbrother's view of the device was blocked.

Again the even, steady pull. It was all over and Burton merely said, "Okay." While Fairbrother completed his function in the disarming, Burton took the phone and reported to the control point. When he hung up, he was grinning. "They say back there some reporter is calling from London," Burton drawled. "He wants to know all about the heroes."

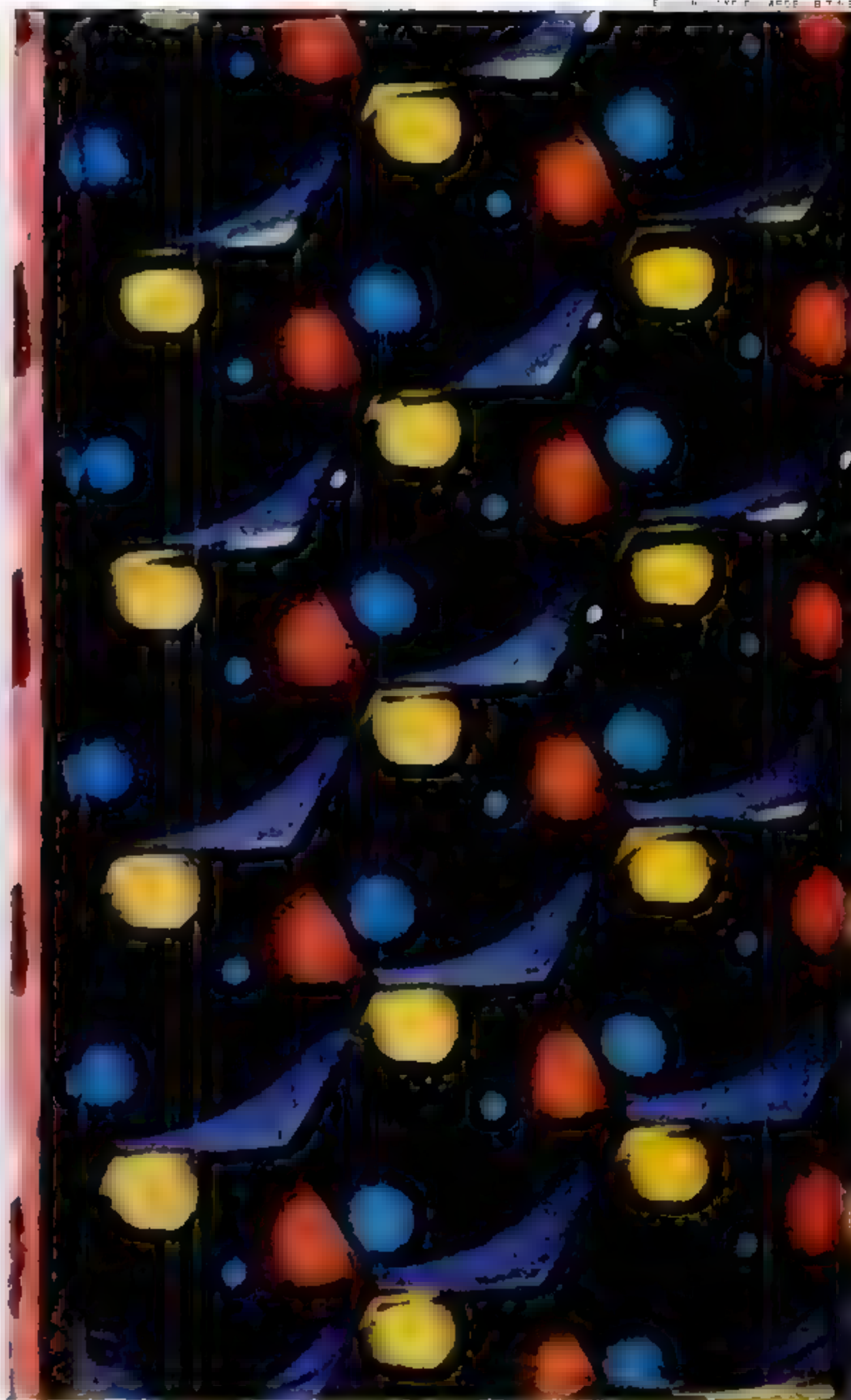
They remembered Arnold and Tucker, who were waiting anxiously for word down below. Burton phoned to the bottom of the tower and reported their success. "Call for the winch," he said, "we'd like to ride the elevator down."

Then they relaxed and settled down to wait.

It was hot in the cab and they hoped the elevator crew would bring in water. Looking around on the floor, Rubin was disappointed to find no paper he could use to make a sailplane to toss into the wonderful view.



DIABLO FINALLY EXPLODED on July 15, two and a half weeks after misfire. The tower was demolished and fireball's light was visible 350 miles away.



Remarkable new **Electric Eye** movie camera uses energy of light to set its own lens!

How it works (so you won't have to)

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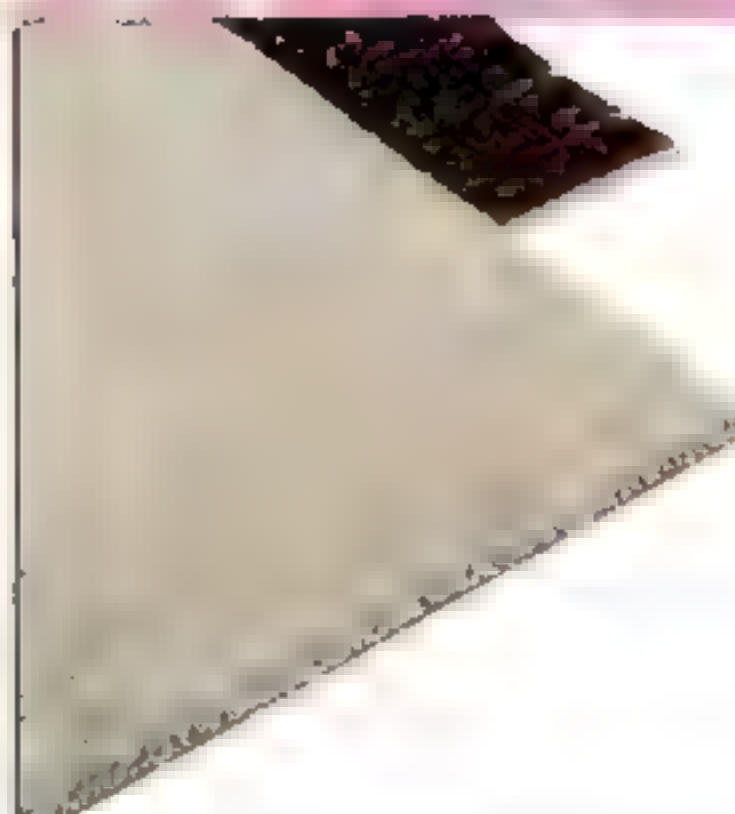


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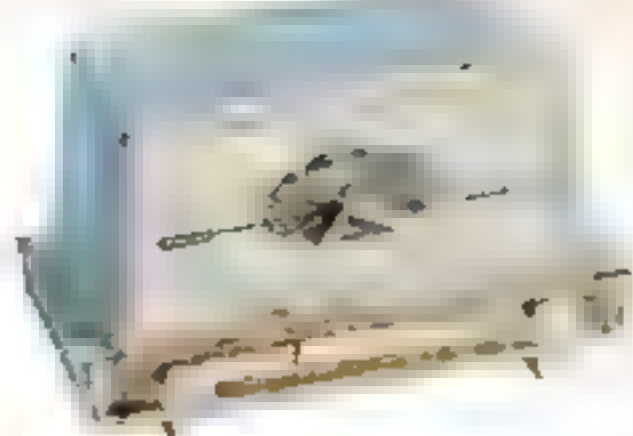
SAVE \$1.10 Harmony House Dacron Pillow! Extra plump, 20 x 26-in. finished size. Zippered cover. Reg. 4.98—**NOW 3.88**



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LIVING CHESSMEN stand on marble squares laid out in checkerboard in front of Marostica's 14th Century castle. Black king (lower left) is protected by

three pawns holding short spears. Black rook, mounted knights and queen are all in the center. The suitors play at the table in front of the castle entrance.

A CHESS GAME FOR LOVE

In the ancient square of Marostica, Italy townspeople in curious costumes moved about a gigantic chessboard to re-enact a 500-year-old contest of love. In 1454 a couple of romantic knights named Rinaldo and Vieri fell in love with beautiful Lionora, daughter of the town's governor. The governor was a humane man who did not want the knights to joust dangerously for Lionora's hand. Besides he had a spinster sister to marry off. He promised Lionora to the suitor who could beat the other at chess. The loser had to take the sister. Such high stakes naturally attracted great

interest, so as the knights played on a regular board the governor had the plays repeated on the village square by live chessmen.

To entertain its citizens and pull tourists away from the gondolas of nearby Venice, Marostica has revived this tradition, with villagers acting as chess pieces. Since the original game's plays have been forgotten, championship games are chosen for play. The happy ending, which is always the same, this year saw Vieri, a farmer, checkmate Rinaldo, played by a mechanic, to win "La Bella Lionora," a barmaid at her father's cafe.



PAGEANT OFFICIAL tries on helmet as he prepares to enter the parade before the game begins



SHOW DIRECTOR and historical author Iv. Mirko Vucetich parades across the board as game ends



SUITORS AT PLAY use regular chessboard, with each move repeated by the living chessmen nearby

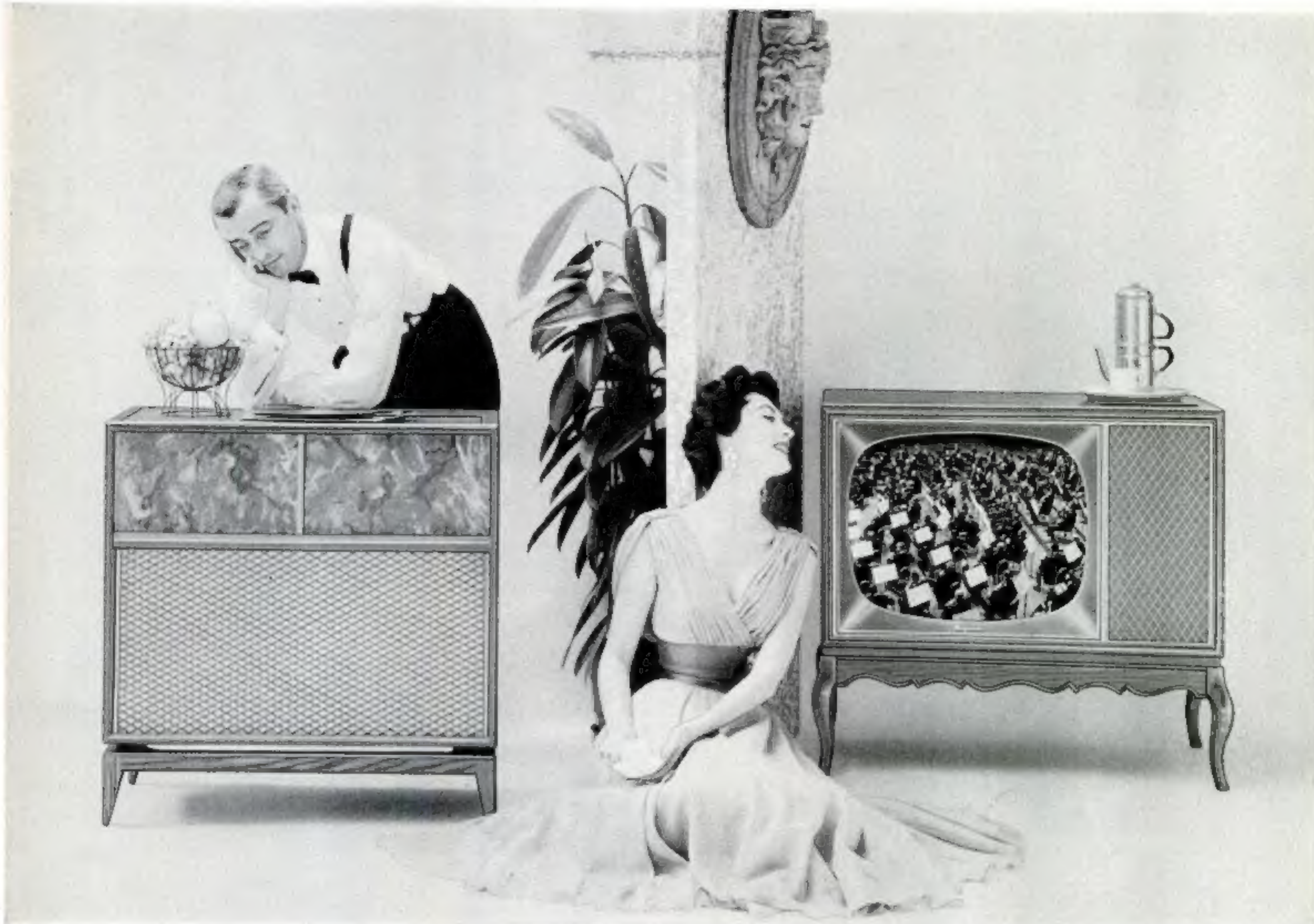
Watching the game is the governor (in back) and his daughter Lionora. The winner, Vieri, is at right.



ROOK ON WHEELS (above) is moved to a new position with white king's piece on nearby squares

KING TAKES QUEEN in move near game's end, but in two moves black gains checkmate with king's





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NOTHING TO CROW ABOUT

A year-and-a-half-old crow named Jim who lives and caws in Post, Texas has been depending on the N. E. Denton family there for his food and friendship ever since he was an egg. They—especially Linnual Denton, now 5—have endured him valiantly ever since. Jim insists on perching on the handle bars of Linnual's tricycle, pesters him into shelling pecans for him, and annoys his pet cats by tugging at their tails. In

the morning Jim gets the boy's parents up by scratching at their bedroom window until one of them goes down to open the back door. Then in rushes Jim, making a noise that sounds something like "Linnual! Linnual!" and flies up to the boy's bedroom. Taking the top sheet in his beak, he pulls all the covers off the young sleeper—a feat which always awakens Linnual but by now leaves him more annoyed than impressed.



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